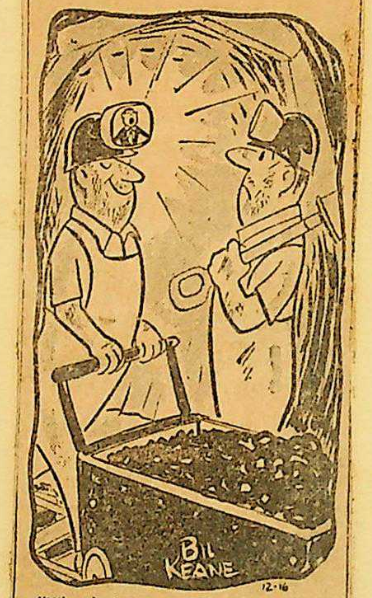
2 D48-20.B 91

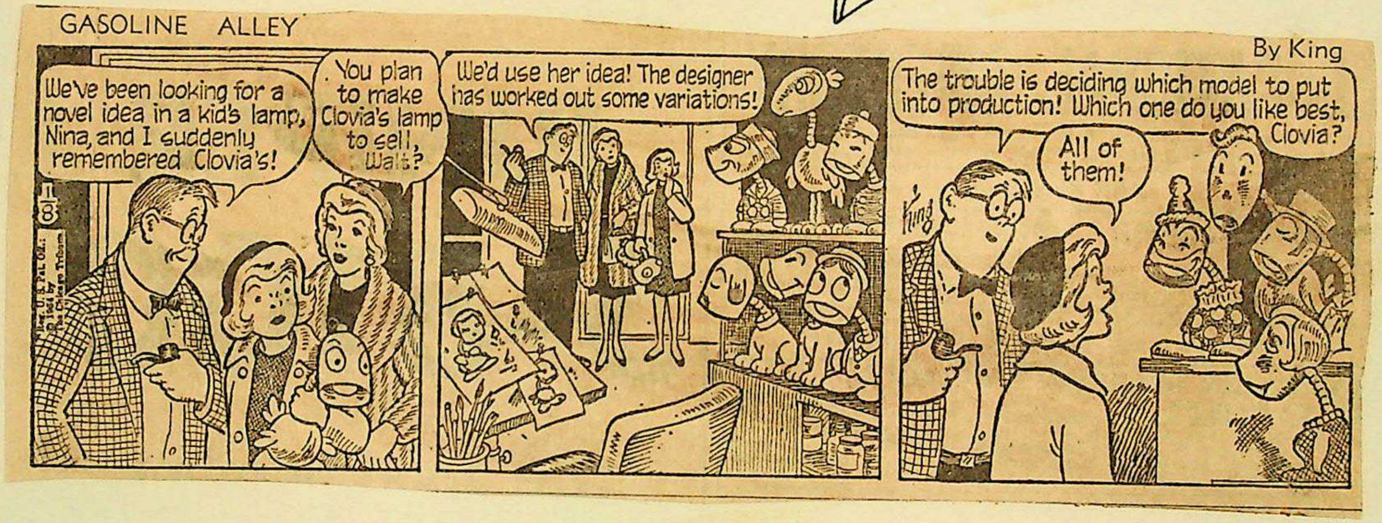
Channel Chuckles

By BIL KEANE


BIL KEANE
12-16

"Y'load sixteen tons and what d'ya get . . ."

I
D48-20.B 91


GASOLINE ALLEY
By King
We've been looking for a novel idea in a kid's lamp, Nina, and I suddenly remembered Clovia's!
You plan to make Clovia's lamp to sell, Walt?
1/8
Reg. U.S. Pat. Off.: © 1964 by The Chicago Tribune
We'd use her idea! The designer has worked out some variations!
The trouble is deciding which model to put into production! Which one do you like best, Clovia?
All of them!
King

THE WASHINGTON POST *Wednesday, Jan. 8, 1964* **D11**

Novelty lamp box

A-15

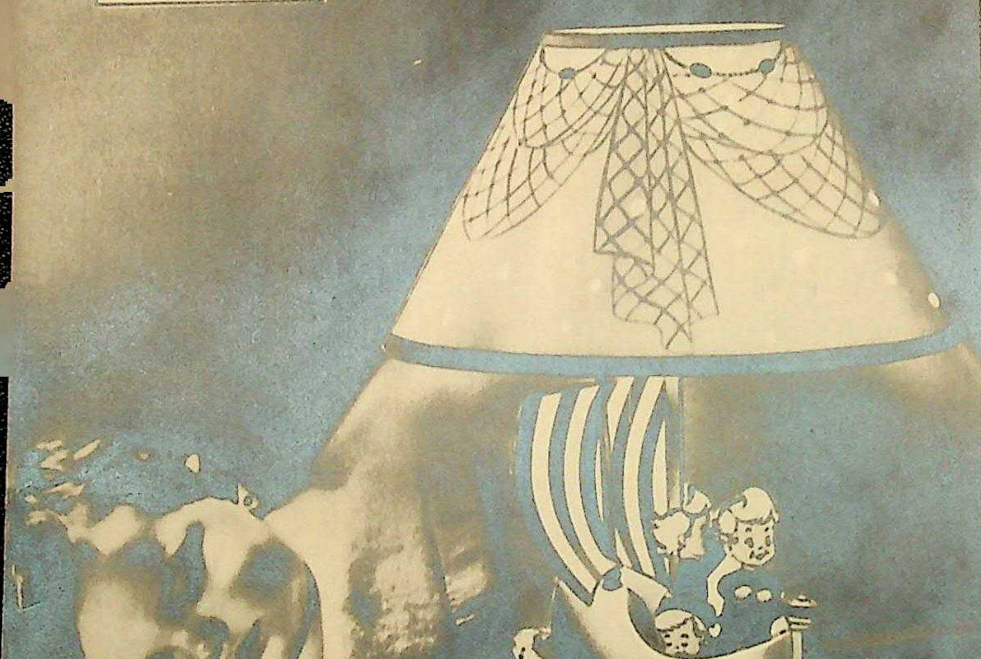
EVERYBODY'S CALLING

NEW DOLLY TOY NURSERY LAMPS

THE MOST BEAUTIFUL CHILDREN'S LAMPS IN THE WORLD!

BUYER: Terrific appeal! Practically everyone who stops to look, buys one!

MOTHER: I've never seen such unusual and charming lamps . . . and so sturdy, too!



"WYNKEN, BLYNKEN AND NOD" . . . $8.98

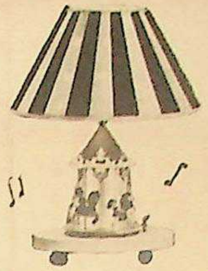
COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

Dolly Toy does it again! From the makers of America's beloved nursery and playroom wall decorations come the most sensational sellers in lampdom! Six exquisite fairlyland subjects, perfectly matched to Dolly Toy Pin-Ups . . . created of specially developed, lifetime-lasting materials. Retailing at $6.98 to $11.98, Dolly Toy Nursery Lamps have proven themselves irresistible—you can't afford not to stock them!

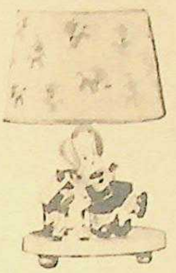
Plaything
Feb 10, 1960

See them! AT OUR NEW YORK SHOWROOMS — ROOM 303, 200 FIFTH AVENUE
AT OUR CHICAGO SHOWROOMS — 1111 AMERICAN FURNITURE MART

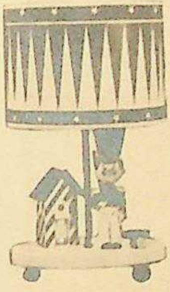
THE DOLLY TOY CO., TIPP CITY, OHIO



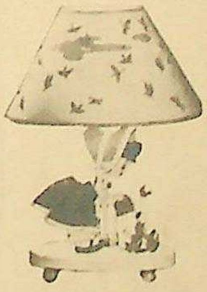
"CAROUSEL" . . . $11.98



"MARY HAD A LAMB" . . . $8.98

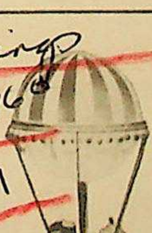


"TOY SOLDIER" . . . $7.98



"MISTRESS MARY" . . . $6.98

Plaything
Feb. 10, 1960
P. 101

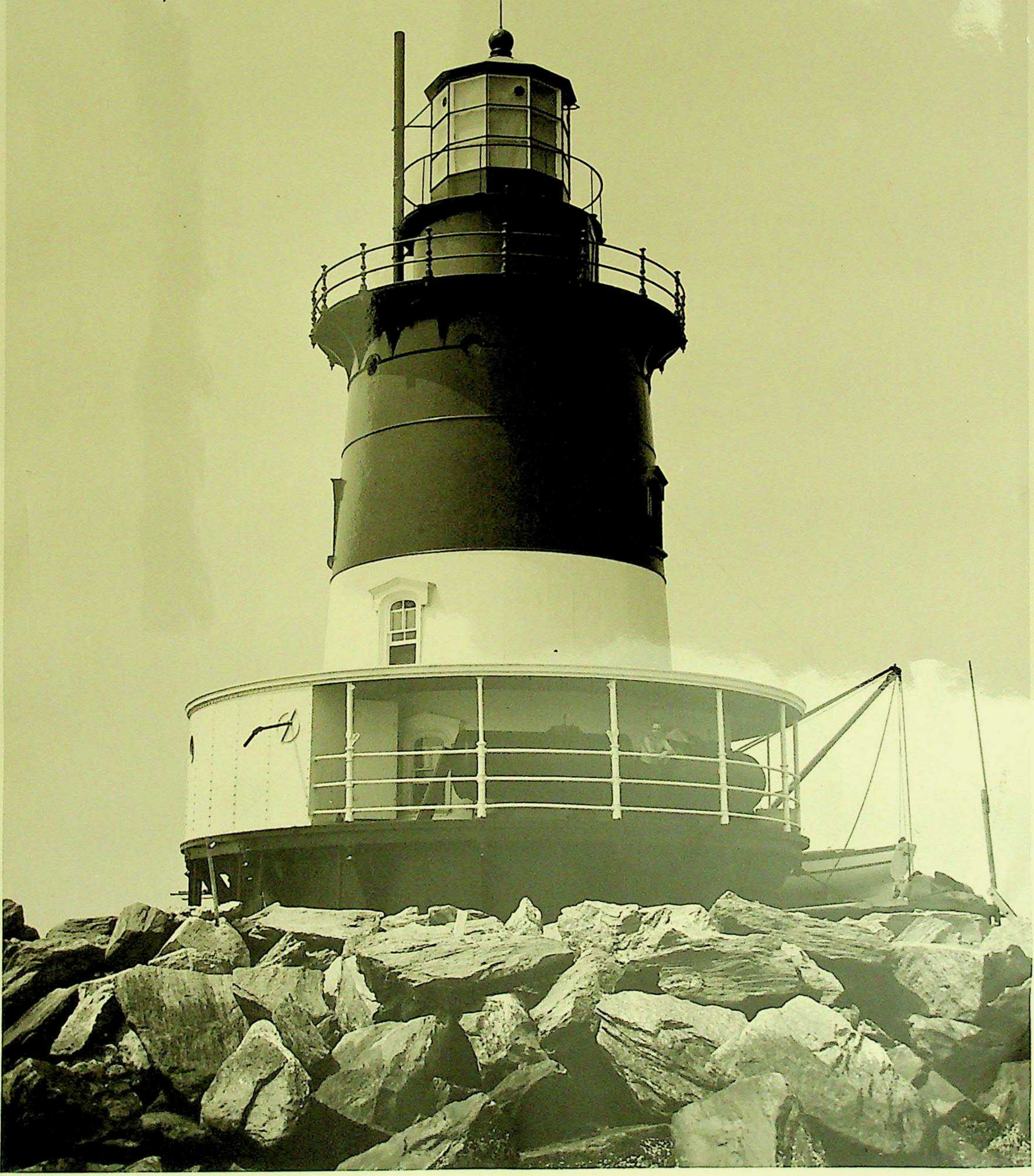


"BALLOON" . . . $9.98

page 101

D48-20.C 91

U. S. Coast Guard No. 5074



PUBLIC INFORMATION DIVISION
U. S. COAST GUARD
WASHINGTON 25, D. C.

OFFICIAL COAST GUARD PHOTO

3071

ROMER SHOALS LIGHTHOUSE

Romer Shoals Lighthouse stands in New York Lower Bay, between the older Gedney Channel and the newer Ambrose Channel, and is of use to all shipping entering or leaving the harbor of New York.

* * *

WHEN RE-WRITING CAPTIONS, PLEASE MENTION U. S. COAST GUARD

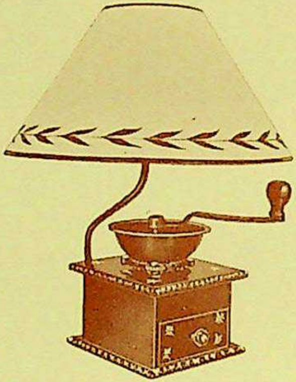
91
D48-20.C

.12

Eagle Products
America's First Coffee Mill
P.O. Box 84A

Meriden, Conn.

Combination Coffee Mill Lamp



America's oldest Coffee Mill is now available as a combination Mill-Lamp. Use it as a Mill by merely slipping out the lamp attachment or, forgetting your epicurean tastes, admire its quaint beauty in your favorite spot . . . even if you don't use it as a grinder, no one will doubt its authenticity when they see the movable parts unaffected by the lamp construction. The drawer can be used for cigarettes or planted with ivy (as can the hopper), or it can be a challenge to your imagination.

Special care is given to the finish, and the shade is durable and attractive.

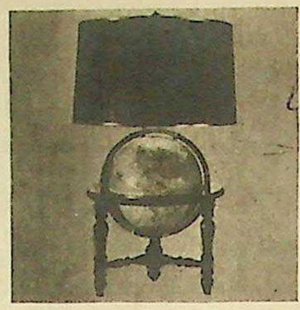
Available in black, tole red or natural wood lacquered. Each lamp is hand-decorated in original and tasteful fashion.

PRICE $14.95, *Express Collect*

novelty lamp boy

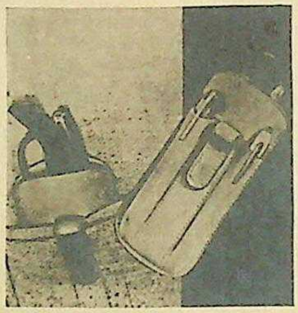
House Beautiful

GLOBE LAMP is a distinguished design for a man's den, a library, or an executive's suite. 12" antiqued globe is cradled in superbly antiqued fruitwood. The shade is handmade of Swedish Morbalia paper. 30½" h. over all. $75. Beautiful new 88-page catalog of Early-American furniture free with order, or send $1 to Greenbaum Bros., HBP, 101 Washington St., Paterson 1, N.J.

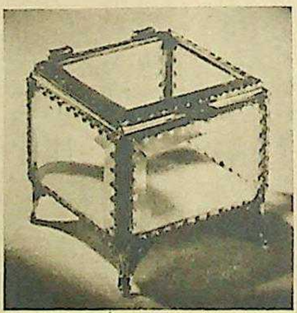


BY THEIR FRUITS you'll know that this hand-woven basket came from Medford, Oregon. And when the luscious Royal Riviera pears and other fruits, nuts, candies, and treats galore are no more, the pretty basket becomes an imaginative centerpiece. A just-right gift for business friends, out-of-town relatives, basket #7 weighs 21 lbs., is $16.45. Harry & David, Box 7F, Medford, Oregon.

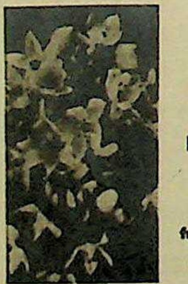
CLIP POINT. A surefire way to protect your spectacles from breaking and from ever going astray is this Clip-On Spectacle Case. It comes in handsome and long-wearing genuine tan saddle leather and there's a built-in safety clip for attaching to coat, vest, shirt or blouse pocket, car visor. $1.50. Case with pen-and-pencil pockets, $2. Mastercraft, 275HB Congress St., Boston 10.



JEWELRY SHOWCASE. Be proud of your gems and show off their glittering perfection in this elegant case that deserves a place of honor on your dressing table. Made of 24k antiqued-golden metal and hand-set beveled crystal with velvet pillow, it's as flawless as a fine jewel. 3¼" square, $10.95. Mr. Shaw, HB12, 214 West Ontario St., Chicago 10, Ill.



Unique Gift



Gives Pleasure All Year Long

•

EVERY MONTH A SELECTION OF UNUSUAL PLANTS or BULBS

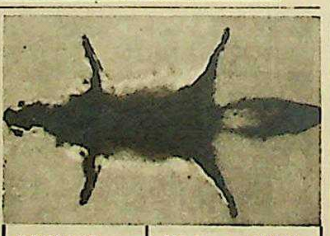
•

The inspiring STAR OF BETHLEHEM from Mediterranean area among first selections. White starry flowers.

Join the thousands who each month look forward to the pleasure and beauty their membership brings. Unique, exotic plants and bulbs selected by experts. Many imported. ALL GUARANTEED to grow. Complete planting instructions and fascinating history of flowers. Gift cards sent in your name. SURPRISE BONUS for first 1000 new members. FULL YEAR members, Special Bonus — 32 page book, "How to Grow and Bloom House Plants."

Six months' membership......$7.50
Full Year with Bonus Book...$13.00

PLANT OF THE MONTH CLUB
Dept. T-9 Des Moines 4, Iowa



GENUINE WILD GRAY FOX SKIN

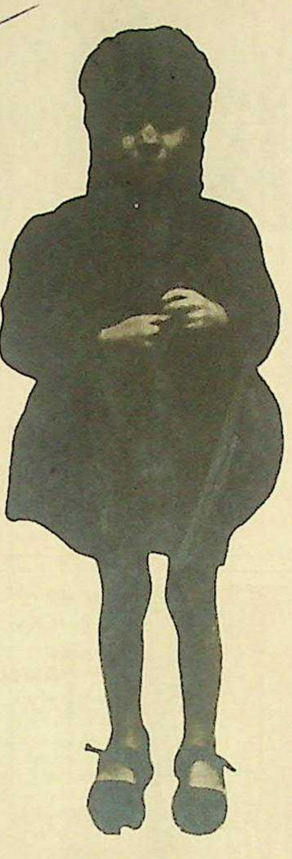
Make a Little "Frontiersman" Happy . . $2.95

Your little "frontiersman" will be the envy of his neighborhood when he has one of these real, honest-to-goodness gray fox skins hanging on his wall or as a rug beside his bed. The pelt has been tanned to keep it soft and luxuriant. 36" overall. Comes with fascinating wild life lore about foxes. Only $2.95. No C.O.D.'s, please.

ALSO AVAILABLE . . . real gray wolf skin, 4½ ft. overall $5.95

Send for free gift catalog

Artisan Galleries
2100-A12 N. Haskell Dallas 4, Texas



she knows only hunger . . .

A-15

Pietra Tramontano, Italian, age 6. Father dead. Mother struggles to support Pietra, her two little sisters and aged grandmother. Only income $10.00 per month. Live in poorest quarters in small village. Child knows only hunger and privation. Sad, wistful. Never owned a doll. Case urgent. Help to Pietra means life itself, hope, love . . . to a whole family.

You alone, or as a member of a group, can help these children by becoming a Foster Parent. You will be sent the case history and photograph of "your child" upon receipt of application with initial payment. "Your child" is told that you are his or her Foster Parent. At once the child is touched by love and a sense of belonging. All correspondence is through our office, and is translated and encouraged. We do no mass relief. Each child, treated as an individual, receives a monthly cash grant of eight dollars plus food, clothing, shelter, education and medical care according to his or her needs. Your help is vital to a child struggling for life. Won't you let some child love you?

Plan is a non-political, non-profit, non-sectarian, government-approved, independent relief organization, helping children, wherever the need—in France, Belgium, Italy, Greece, Korea, Viet Nam, Hong Kong and Tibet—and is registered under No. VFA019 with the Advisory Committee on Voluntary Foreign Aid of the United States Government and is filed with the National Information Bureau in New York City.

© 1959 FPP, Inc.

PARTIAL LIST of SPONSORS and FOSTER PARENTS

Mary Pickford
Mr. and Mrs. Robert W. Sarnoff
Dr. John Haynes Holmes
C. D. Jackson
Helen Hayes
Dr. Howard A. Rusk
Edward R. Murrow
Bing Crosby
K. C. Gifford
Gov. & Mrs. Walter Kohler
Charles R. Hook
Steve Allen
Garry Moore

Foster Parents' Plan, Inc.

352 FOURTH AVENUE, NEW YORK 10, N. Y.

Founded 1937

FOSTER PARENTS' PLAN, INC. HB-12-59
352 Fourth Avenue, New York 10, N. Y.
In Canada: P. O. Box 65, Sta. B, Montreal, Que.

A. I wish to become a Foster Parent of a needy child for one year. If possible, sex........., age......, nationality..........
I will pay $15 a month for one year ($180). Payment will be monthly ( ), quarterly ( ), semi-annually ( ), yearly ( ).
I enclose herewith my first payment $.....................

B. I cannot "adopt" a child, but I would like to help a child by contributing $.............

Name ....

Address ....

City ....Zone ....State ....

Date ....Contributions are deductible from Income Tax.

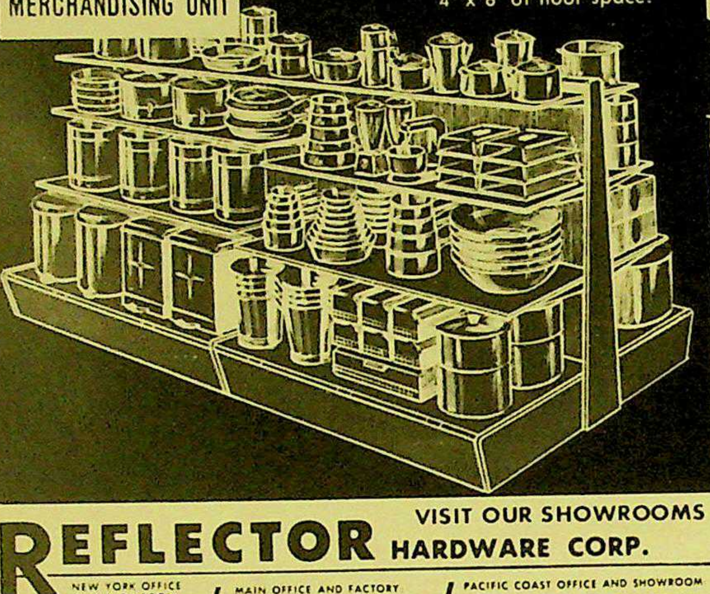
~~Name~~ House Beautiful

Rhc 300® Spacemaster

MERCHANDISING UNIT

NEW

Spacemaster 300 GONDOLA UNIT effectively merchandises a **COMPLETE SELECTION OF RELATED ITEMS** in only 4' x 8' of floor space.



REFLECTOR HARDWARE CORP., HA-2
1400 NORTH 25th AVE., MELROSE PARK, ILL.
Gentlemen: Please send me the 3 NEW Spacemaster CATALOGS.
NAME.............................. POSITION..................
FIRM NAME..
ADDRESS ....
CITY........................ ZONE...... STATE...............

3 FREE CATALOGS

NEW FROM COVER TO COVER

Rhc *Spacemaster* 60-S

1 *Fully illustrated self-service and self-selection guide for any line or department.*

Rhc *Spacemaster* 300

2 *SHOW MORE — SELL MORE with this versatile gondola merchandising unit — for HARD LINES — SOFT LINES.*

Rhc *Wallmaster*

3 *5 Low-cost systems of permanent, semi-permanent or mobile wall construction.*

Hundreds of ideas for the latest and best in merchandise presentation set-ups.

REFLECTOR HARDWARE CORP.

VISIT OUR SHOWROOMS

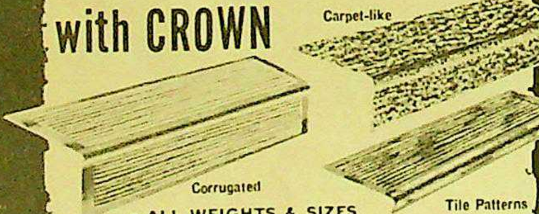
NEW YORK OFFICE AND SHOWROOM
225 W. 34th ST.
NEW YORK 1, N. Y.

MAIN OFFICE AND FACTORY
1400 N. 25th AVE.
MELROSE PARK, ILL.

PACIFIC COAST OFFICE AND SHOWROOM
851 S. LOS ANGELES ST.
LOS ANGELES 14, CALIF.

Want more facts? Circle 202, p. 59

STEP UP STAIR TREAD SALES with CROWN



- ALL WEIGHTS & SIZES
- SOLID OR MARBLE COLORS
- CURVED NOSE OR FULL RISER

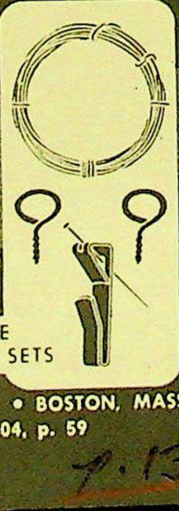
Order from your wholesaler or write:

Crown RUBBER COMPANY Fremont, Ohio

Want more facts? Circle 203, p. 59

PICTURE HANGING Sets by TATE

BETTER HOUSEHOLD HARDWARE SINCE 1872



BULL DOG PICTURE HANGING SETS

E. H. TATE CO. • 251 CAUSEWAY ST • BOSTON, MASS.

Want more facts? Circle 204, p. 59

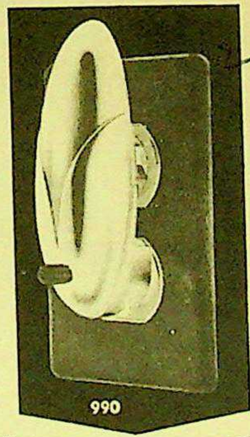
SLUMBER-GLO

PLUG-IN Night Light

put new display on your counter ...Watch It Sell!

- Holds 12
- Assorted colors
- Shipped already fitted
- Compact (12" x 11¼" x 4")

990D



990

UL SA

Economical, attractive light for safe nighttime comings and goings. Exclusive Slumber-Glo VERTICAL WALL-HUGGING DESIGN prevents accidental breakage or dislodging from outlet. NOW IN COLOR: ROSE, BLUE, IVORY, BROWN! Plugs into any receptacle. Endless uses—nursery, sickroom, bedroom, hall, basement, stairway, bathroom.

Write Today For Details and Prices

Rodale MFG. CO., INC. Dept. HA-2 Emmaus, Pa.

Want more facts? Circle 205, p. 59

p. 135

D48-20.C 91

Page 43
June 30, 1958

Home Furnishings Daily

New Products for Fall Merchandising.

Hous

48/20.T2

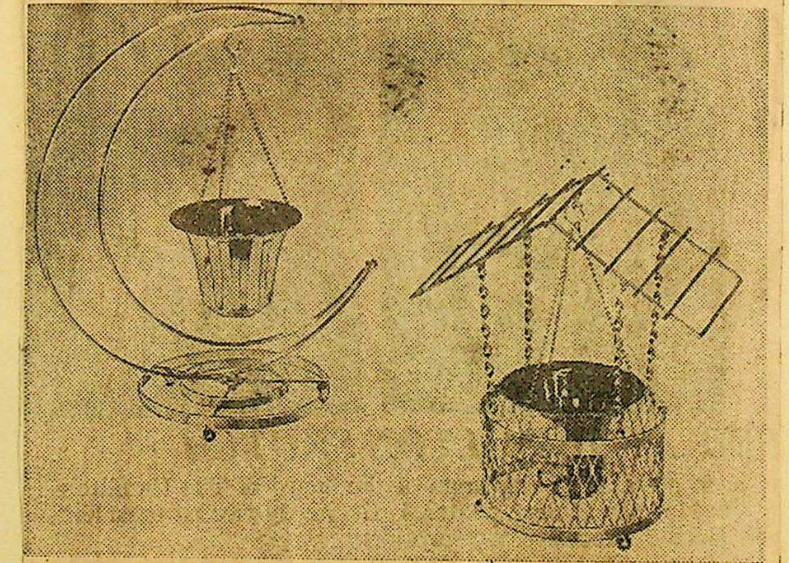


TABLE PLANTERS: These two table planters are new products of Artistic Wire Products, East Hampton, Conn. The half-moon planter, left, is 13½ inches high with a suggested retail price of $1.98. It is made of heavy duty Lustre-Brite brass. The wishing well planter is expected to retail at $2.98. Also made of Lustre-Brite brass with a hanging pot and a brass finish, it has a gabled roof for entwining ivy.

RETURN TO
DESIGN DIV.

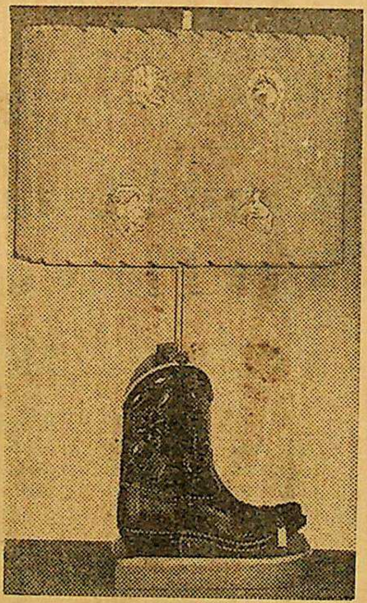
RETURN TO
DESIGN DIV.

D48-20.C 91

Page 30
June 30, 1958

Home Furnishings Daily

LLS CO. 48/20.1



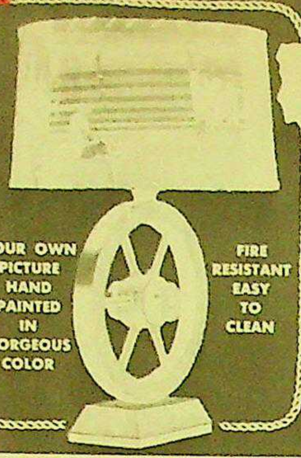
RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

Novelty Lamp Box

Oct. 1957

A-15


YOUR OWN PICTURE HAND PAINTED IN GORGEOUS COLOR
FIRE RESISTANT EASY TO CLEAN

Use Coupon When Ordering

☐ Send your full-color catalog. I enclose 10c for handling.

☐ Enclosed find check or Money Order for $____ for____ WAGON WHEEL LAMPS, No. 13 LD.

☐ Use Standard photo. ☐ Enclosed is my photo for use on lamp shade.

☐ 13" Shade only.

Name__________

Address__________

City________ State________

WAGON WHEEL

WESTERN LAMPS
HAND PAINTED SHADES

Lamp base made of Natural Oak with copper trim. 22" high. The perfect lamp for your Rumpus Room or Den. As homey as a sombrero on the plains . . . you'll find your *Foto-Vue hand-painted lamp a real conversation piece!*

YOUR OWN PHOTO

Hand-painted on translucent fire-resistant material. Foto-Vue was created to give your home personalized decorative character with pictures of your children, pets, or scenic views of vacation trips. 13" drum shades.

Unique in Design

A Real Classic of Western Atmosphere For Your Home

Only $23.95 *Prepaid*

13" Shade Only..............$11.00

Your own photo or beautiful western scenes on shade.

FOTO-VUES, INC.
P.O. Box 90—Weatherford, Texas

DOLLS

48 pages filled with every kind of doll. Play dolls, foreign dolls, historic dolls.

FREE CATALOG

Shown:
JENNIE JUNE
Old Fashioned China Doll

Kit: Decorated china parts, patterns for clothes and body. $2.75 plus 35c delivery

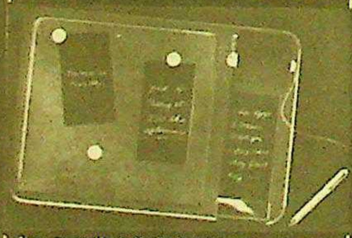
Extra Costumes: Delightful patterns of authentic period costumes available for 11" doll. 50¢ each.

MARK FARMER COMPANY
Box 578 HB7
El Cerrito
California

MAGIC PHONOGRAPH

A big thrill for the little ones. A real hand operated phonograph of their very own. The special unbreakable record tells seven popular nursery rhymes and the accompanying coloring book illustrates the story. Simple to operate. A cute'n clever gift—perfectly safe. Keeps youngsters fascinated for hours. Complete, ready to play—only $1.50 postpaid. Satisfaction guaranteed. Sold exclusively by mail. Order now—while supply lasts. WILL ZUCK, 2920 E. 5th St., Dept. A, Anderson, Indiana.

HANG IT ALL!
magnetic bulletin board



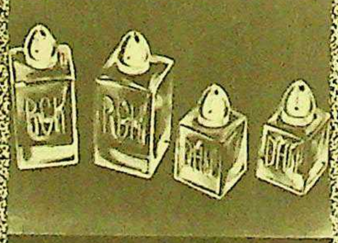
New magnetic bulletin board becomes the message center for the entire family! Just tack on memos, shopping lists, reminders, recipes, phone numbers . . . they stick magnetically! Complete with pencil, rememo roll and magnets. Solid Copper, or gaily enameled steel in red, white, turquoise, yellow. Perfect for kitchen, hallway, children's room, rumpus room, home bar. 9" x 13" overall.

Solid Copper $3.95 Enameled, $2.95

Add 35c postage and handling. Sorry, no C.O.D.'s.

SATISFACTION GUARANTEED

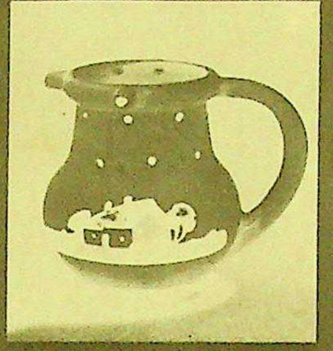
Party Bazaar
featuring
Dennison products
Dept. 8-10
411 Fifth Ave. at 37th St., N.Y. 16, N.Y.



LET'S BE PROUD TOGETHER . . . for you'll be as proud to give these monogrammed salt and peppers as we are to offer them. Crystal so heavy it actually makes a mirror at each base; and a design that blocks square on the table. Nickel-silver, corrosion resistant tops. Initials etched in by hand. Print 3 initials on order. Salt and Peppers 3⅝" high—$8. 2¾" high—$7. Robin Hood's Barn, Westwood, Mass.

ROBIN HOOD'S BARN
WESTWOOD MASS
Edgartown, Mass.
— Hobe Sound, Fla.

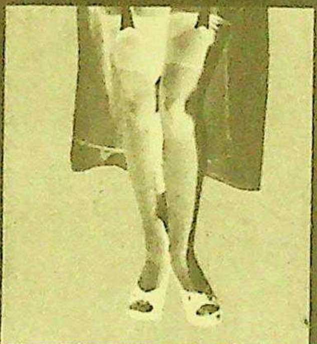
WINDOW



JUG FOR YOURSELF how to drink and not to spill. We'll give you a clue . . . the handle is hollow, so's the rim, and to solve the puzzle takes the utmost of skill. Cornish Puzzle Jug, popular in the days of Henry VIII, is revived by expert craftsmen to add *splash* to your next party. Made of creamy earthenware, it's 4½" high, $4.95 plus 25¢ post. Peddler's Cart, Hubbard Woods Sta., Winnetka, Ill.

The Key to Success

WINE KEEPER'S KEY. Just as gargantuan as the symbol that used to jingle at the waist of the wine steward, it's modern talents for opening are even more impressive. It combines bottle and can opener, corkscrew and ice mallet. Made of solid brass antiqued in dark green patina, key is 5½" long and comes gift-boxed. $5 ppd. Stuyvesant Trading Co., Dept. 99, 130 W. 42nd Street, New York 36.



HEAVY LEG HOSIERY. Outsize full-fashioned nylon hosiery to glamorize heavy legs has reinforced feet, comes in average and extra-long lengths, double nylon tops. Choose 15 gauge 30 denier chiffon weight; or 39 gauge, 70 denier service weight. Sizes 9-12, neutral beige or dawn gray. $1.39 the pair; 2 pair, $2.69. Ppd. Modern Methods, Dept. GL-H, 296 Broadway, N. Y. C.

A SHIFT IN THE WIND FORETELLS A CHANGE IN THE WEATHER • A SHIFT IN THE WIND FORETELLS A CHANGE IN THE WEATHER • A SHIFT IN THE WIND FORETELLS A CHANGE IN THE WEATHER • A SHIFT IN THE WIND

Watch the WIND DIRECTION On a Dial

N
NE
E
S
SW
W
NW

Indoors!

Here's the newest home weather instrument for anyone who likes to keep a sharp eye on the weather. Small brass vane, on your roof, flashes the wind direction to you *indoors* by lighting compass points on the richly decorative brass dial. Complete with vane, 7½" dial and 50 feet of connecting wire. Fully Guaranteed. Write for FREE Weather Forecaster's Guide.

Only $49.95 Postpaid
(Air Mail Shipments in U.S. $2 Extra)
Send Check or Money Order Today to:

Cape Cod WIND INDICATORS
Harwichport 13 Cape Cod, Mass.

a *modern* antique

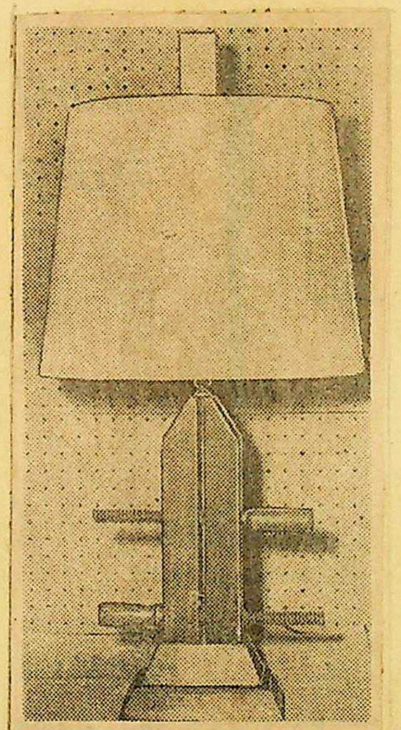
A DECORATOR PAIL with "Personality" that blends itself into any setting. Made of beautiful WORMY CHESTNUT, painstakingly finished in EARLY AMERICAN (reddish brown), ENGLISH CHESTNUT (light brown), and ANTIQUE (almost black). Three one-inch SOLID BRASS bands, SOLID BRASS handle. Top diam. 13"—height 12". Postpaid $15.25. NO C.O.D.

The VIRGINIA WORKSHOP
P. O. Box 189, Richmond, Va.

D48-20.C 91

Page 42
Section 1
Sept. 9, 1957

Home Furnishings Daily



CABINET-MAKERS CLAMP: One of the finished products from the Mondeauxs' Evanston store.

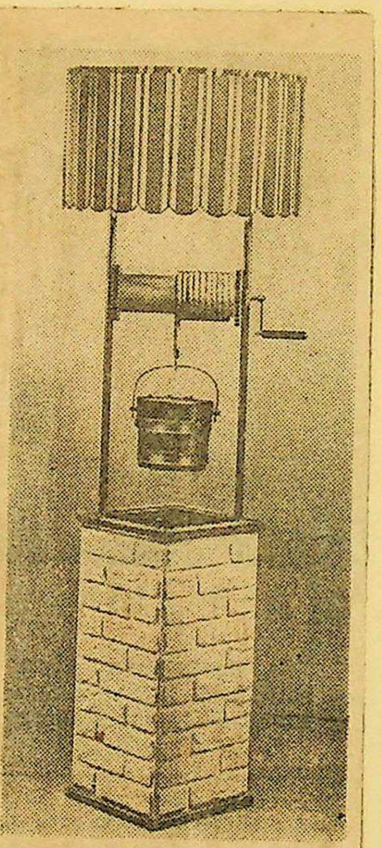
RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

D48-20.C 91

Page 38
June 19, 1957

Home Furnishings Daily



WELL, WELL: Midwest Lamp Co., Milwaukee, calls its showpiece unit the "Wishing Well" and will feature the lamp in its showroom at the Chicago market. Designed by Harold Brandeis, it has a three dimensional simulated brick base with a genuine wooden well bucket and rope. The switch is situated within the handle of the well and operates the indirect-light lamp under the shade. The shade is awning cloth laminated on plastic. Retail about $400.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

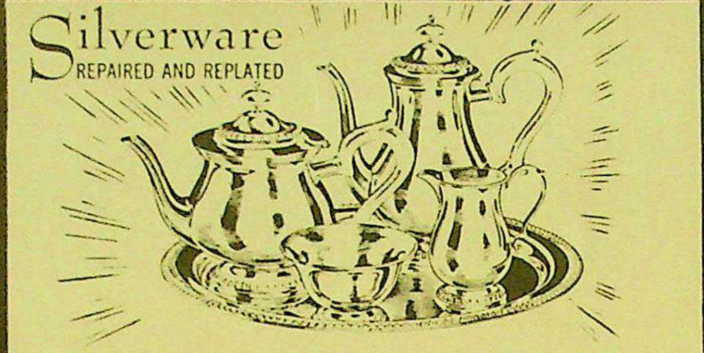
RETURN TO
DESIGN DIV.

Novelty Lamp Box
House Beautiful

Sept, 1956

A-15

Silverware
REPAIRED AND REPLATED

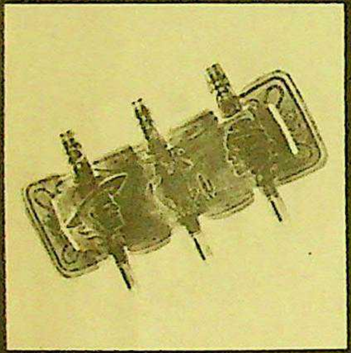


Gold, silver, chromium, brass and special finishes. Antiques restored. Stainless steel knife blades installed. Band instruments repaired and refinished. Write for price list or ship to us for estimate. Our Main plant address is 221 Pryor Street, S.W., Atlanta, Georgia. If estimate is unsatisfactory, we will return prepaid. Prices reasonable. We do a large mail order business.

SIMMONS PLATING WORKS

All Work Guaranteed By Over 60 Years Experience

ATLANTA, GEORGIA



BACK TO SCHOOL with These LONE RANGER PENS

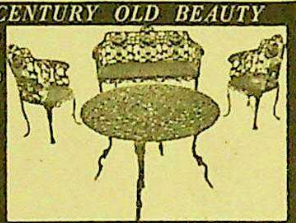
Youngsters will fire away happily at schoolwork with these 3 ball point "bullets" that write blue, red & green. The Lone Ranger, Silver & Tonto are embossed on the authentic leather cartridge holder that slips over a belt. A sure-fire hit with every boy & girl.

In Colorful Box too. All for only **$1** post paid
Special Price at 6 sets for $5.

OLD PUEBLO TRADERS
BOX 4035
DEPT. HBL
TUCSON, ARIZONA

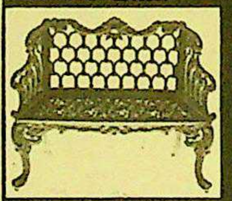
CENTURY OLD BEAUTY

Rose & Lyre PATTERN



Settee #150 44" long $65.00 Iron $80.00 Alum.
Chair #152 18" deep ea. 32.50 " 39.00 "
Table #25 27/42" diam. 35.50 " 42.50 "
Add $7 for table with lower shelf.

ROMAN LAR
Protector God of home and garden 45" high. Iron in White or Antique Green. $79.50.



The Baroness: Antique pattern back and seat. 43" long, 35" high. $54.50 Iron $65 Aluminum.

Catalogue on request. Send check or money order. Crated free. Shipping charges collect. Specify freight or express.

ANTIQUE IRON CRAFTSMEN
Dep't B9-G, 2500 27th Ave. N. Birmingham, Ala.

MY OWN CRAYONS
Pam

Personalized MY OWN CRAYONS

Hand made bucket of native pine. Natural lacquer finish. Colorfully hand painted with child's name. Holds full set of crayons or tidbits, buttons, etc. Hand lettered to your specifications. 5" X 5".

$2.95, plus 30c handling charge
No CODs Send for FREE Catalog

GOTHAM GIFTS
67-85 Exeter St. Dept. H9, Forest Hills 75, N. Y.

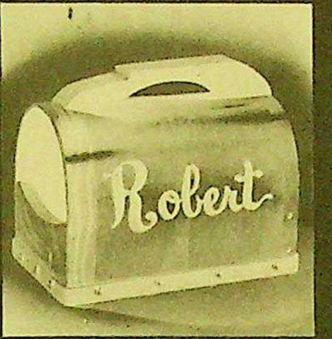
69¢ POSTPAID

KIDS LOVE KATY KANGAROO!

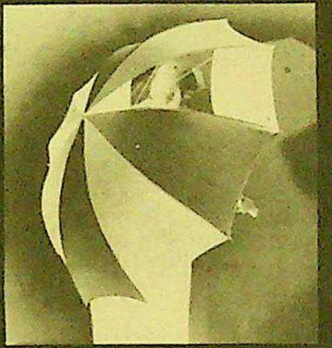
She's an adorable mother kangaroo with three tiny babies who jump out of her pouch every time you press her feet against floor or table. Kiddies will spend hours hopping Katy around and watching the little babies spring out, wobble as they land, and then flip upright. Katy is 4½" tall, of bright plastic; babies are unbreakable plastic. All orders shipped within 24 hours. Money back if you're not satisfied. Price, complete, is 69 cents postpaid.

**Walter Drake and Sons, 199 Drake Bldg.
Colorado Springs 9, Colorado**

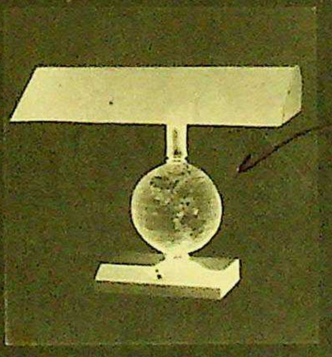
WINDOW



SHOESHINE BOY. Encourage a Little Leaguer in the ways of thrift and good habits with his very own Shoeshine Box. Handpainted with any name in red, it's made of plywood with a rubbed pine finish. Comes fitted with 2 each: polish, brushes, shine cloth, and a dauber. Pop and Big Sister will like it too. $4.95 plus 50¢ handling. Gotham Gifts, 67-85 Exeter St., Forest Hills 75, N.Y.



WHEN HE GOLFS THROUGH A STORM, he'll see ahead to the next green through this umbrella's see-through window. English twill, gaily striped in awning colors, it's built so it can't blow inside out. $12.50. Men's black nylon umbrella with see-through window, $7.95. Ppd. John Jarrell, 84 Broad St., Atlanta 3, Georgia.



A SMALL WORLD revolves on the base of an excellent student's lamp for the desk of a diligent boy or girl. It has a professional 15" wide reflector hood to throw the proper light on their subjects, takes 2 bulbs. Nice for a man's study, too. Gray or bronze hammertone finish. 13" high. $5.98 ppd. Interior Trends, 56 Underhill Ave., Brooklyn 38, N.Y.

Bubble Gum NECKLACE

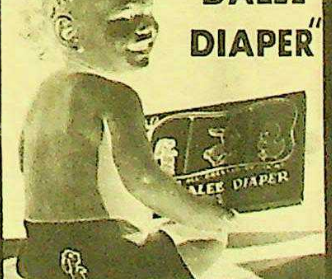
Here's the jewelry that pre-teen queens are chewing up! Bubble Gum Beads in delicious colors can be plucked from necklace and popped into mouth whenever the urge to blow bubbles becomes irresistible! Gay party favors, too! 7 cellophane strands, each with 10 "beads." **$1.00** ppd.

TWO NECKLACES, 14 STRANDS ppd. $1.95
FOUR NECKLACES, 28 STRANDS ppd. $3.75

Penna. residents add 3% sales tax. Sorry, no stamps or c.o.d.'s, please. Send for Free Gift Catalog.

Bryn Mawr Gifts
Bryn Mawr B9, Penna.

"I'm all dressed up – in my... DALEE DIAPER"



THE PERFECT GIFT!

No folding, fitted diapers appliqued with colorful animals, either checked or plain. Top quality Birdseye cloth with triple thickness in-built pad. Boilable and bleachable. Dressy yet tailored. "GIFT WRAPPED" BOX of 3, $2.50 ppd. (specify checked or plain appliques). Check or money order.

DALEE PRODUCTS, INC. Dept. 72
2652 Flamingo Lane, Fort Lauderdale, Fla.

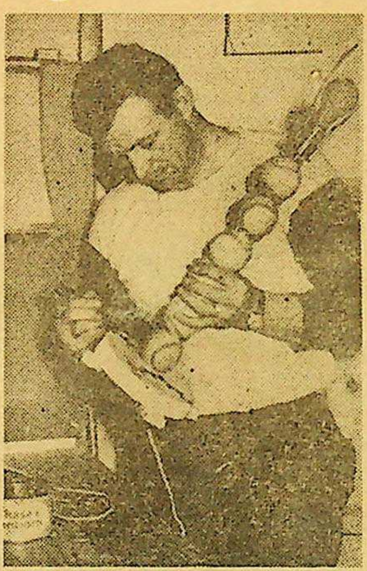
D48[illegible]
91
Novelty lamp box

WASHINGTON DAILY NEWS

1-27-56

P. 43

Light Work



Philadelphia Phillies catcher Stan Lopata loves to tinker in his workshop during the off season. Here he's completing a table lamp made of baseballs. He also makes them from broken bats.

Return to Design

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

~~Table~~ novelty Lamps Waldron + Co. 1955 catalog

A-15

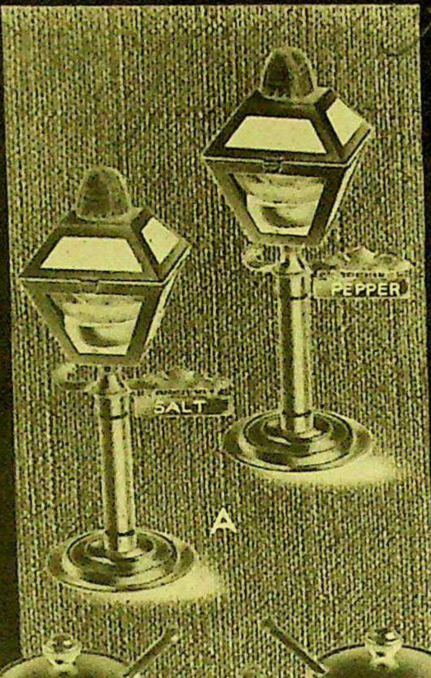
THE FINEST IN *Gifts* by Guild

— 50J325 .... Sug. Ret. 5.00
**OLONIAL LANTERNSTYLE SALT AND PEP-
ER SHAKERS** . . . made of Jeweler's Bronze
ghly polished; trimmed in assorted colors of
d, Green and Black. A replica of the Colon-
l Post Road lantern. Each pair individually
t boxed. Height 5½", Width 2½".

— 10J325 .... Sug. Ret. $5.00
OSTESS CONDIMENT SET . . . Smartly de-
gned for compactness and utility. Tray is
ade of selected hardwood, mounted on 4
ass feet. Relish jars and salt and pepper
akers are nested neatly in the tray and
nced in with a polished brass railing.
overs for relish jars are made of highly
lished solid brass. Length 10", Width 4".

— 40J195 .... Sug. Ret. $3.00
**SERVETTE" CIGARETTE AND ASH TRAY
OMBINATION** . . . An unusual compact cig-
rette server with two individual and remov-
ble ash trays. Cigarette container and ash
ays trimmed in enameled colors of Red,
reen and Black, and mounted on a color-
l enameled base. Height 3", Length 5".

— 32J195 .... Sug. Ret. $3.00
**OLONIAL SALT and PEPPER SERVER with
RAY** . . . Crystal clear glass salt and pepper
hakers are richly trimmed with highly
olished brass. Made in the style of old
ime ship's lanterns. Base and han-
le are of solid brass with a high
olished finish. Length 4½", Width
¾".

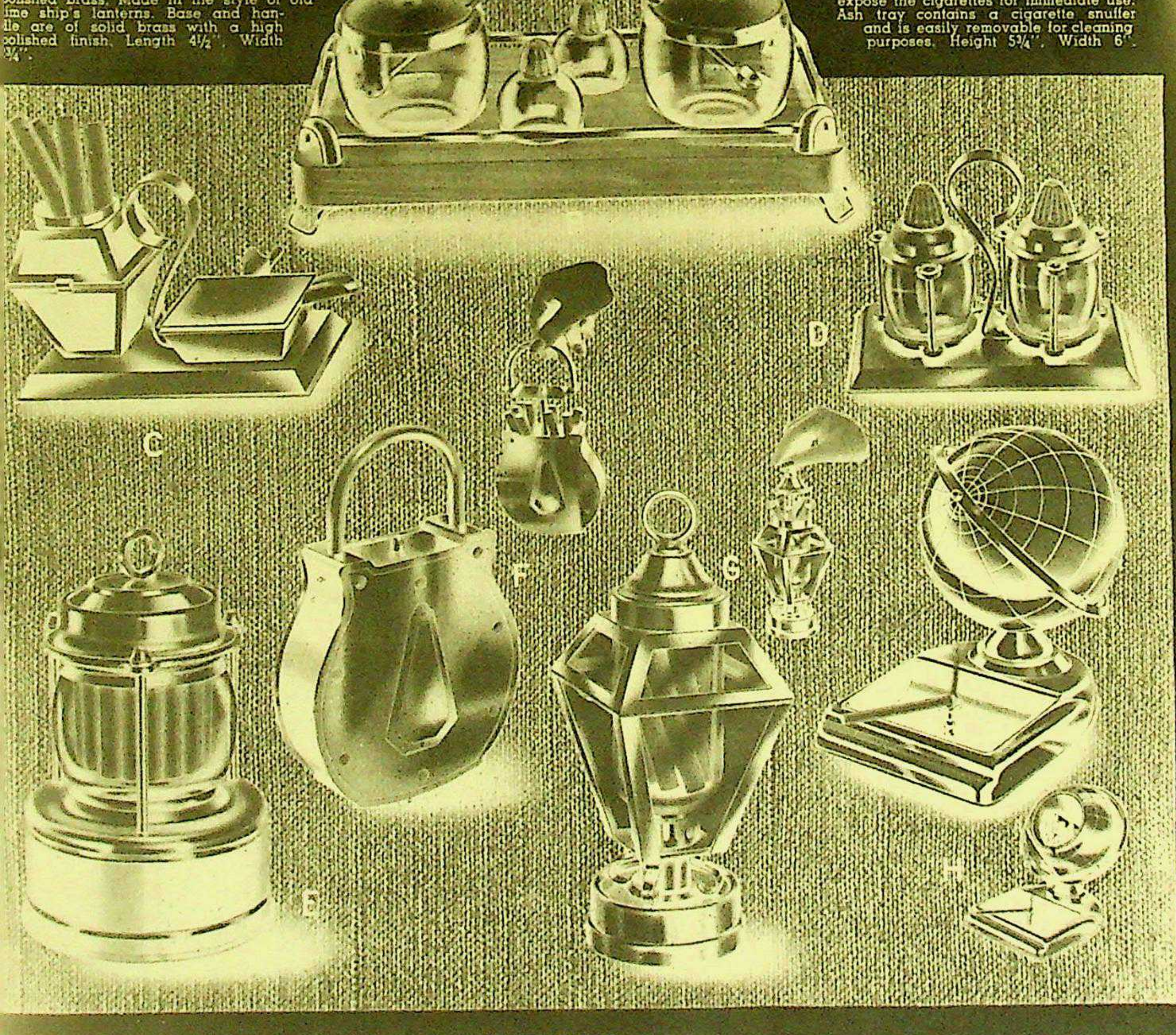


E — 75J260 .... Sug. Ret. $4.00
NAUTICAL CIGARETTE CONTAINER . . . A serviceable and distinctively designed miniature of a Ship's Lantern . . . holds both regular and king size cigarettes. Globe is of crystal clear glass beautifully trimmed with highly polished Brass. Height 6", Width 4".

F — 90J325 .... Sug. Ret. $5.00
PADLOCK CIGARETTE SERVER . . . An enchanting design of an early Fortress Padlock finished in lustrous high polished brass. A unique and novel cigarette server. A lift of the latch and cigarettes are instantly exposed for service. Height 6⅜", Width 4".

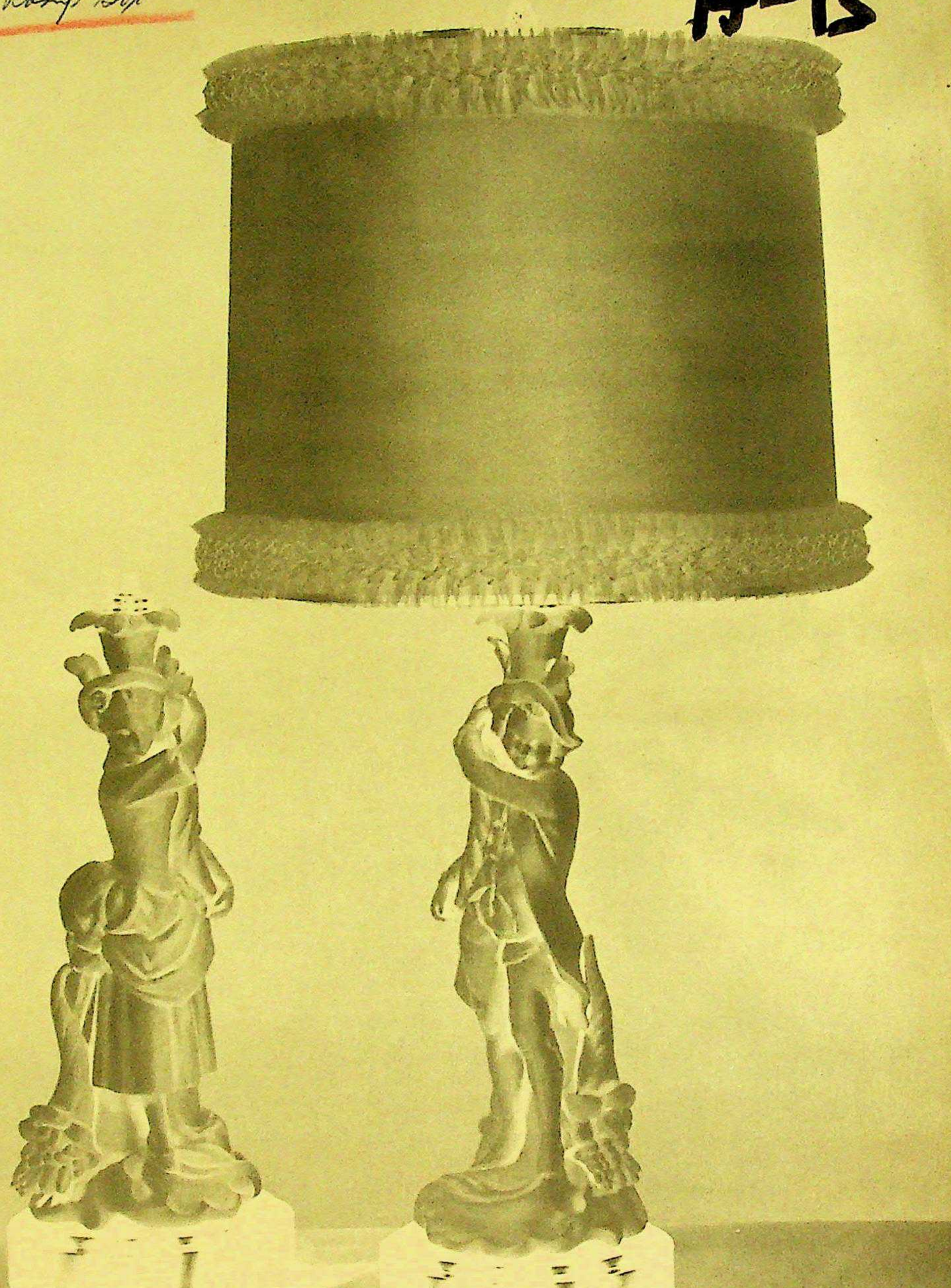
G — 275J390 .... Sug. Ret. $6.00
POST ROAD CIGARETTE LANTERN . . . An original cleverly styled lantern capturing the romantic beauty of colonial days. Made of Highly Polished Jewelers Bronze, with crystal clear sides enclosing a transparent cigarette container. Exquisitely finished. Height 7", Width 4".

H — 475J390 .... Sug. Ret. $6.00
WORLD GLOBE CIGARETTE DISPENSER AND ASH TRAY . . . Is made entirely of Jeweler's Bronze, finished in our distictive two-tone soft satin and high polish embossed with parallel lines and meridian lines. A slight downward pressure on the gimbal ring will expose the cigarettes for immediate use. Ash tray contains a cigarette snuffer and is easily removable for cleaning purposes. Height 5¾", Width 6".



Novelty Lamp Box

A-15



Paul Hanson Co. Inc.

Interiors - Oct. 1955 - Page 13

15 East 26th Street
New York

611 Merchandise Mart
Chicago

D-48 WASHINGTON EVENING STAR P. B-16

9-26-55

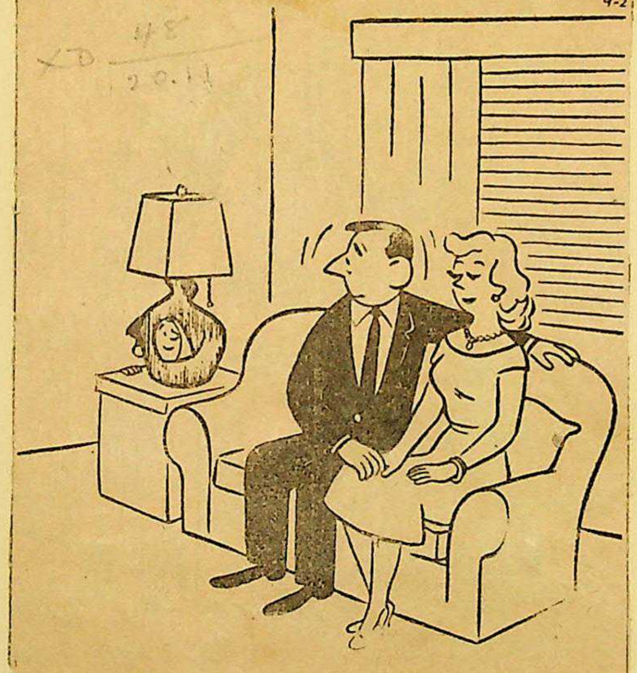
D48-20.B 91

B-16 THE EVENING STAR
* Washington, D. C.
MONDAY, SEPTEMBER 26, 1955

MR. TWEEDY

—By Ned Riddle

XD 48/20.11



D48A20.c 91

P. 20

Sept. 25, 1955

Washington Star Pictorial Magazine

48/20.12

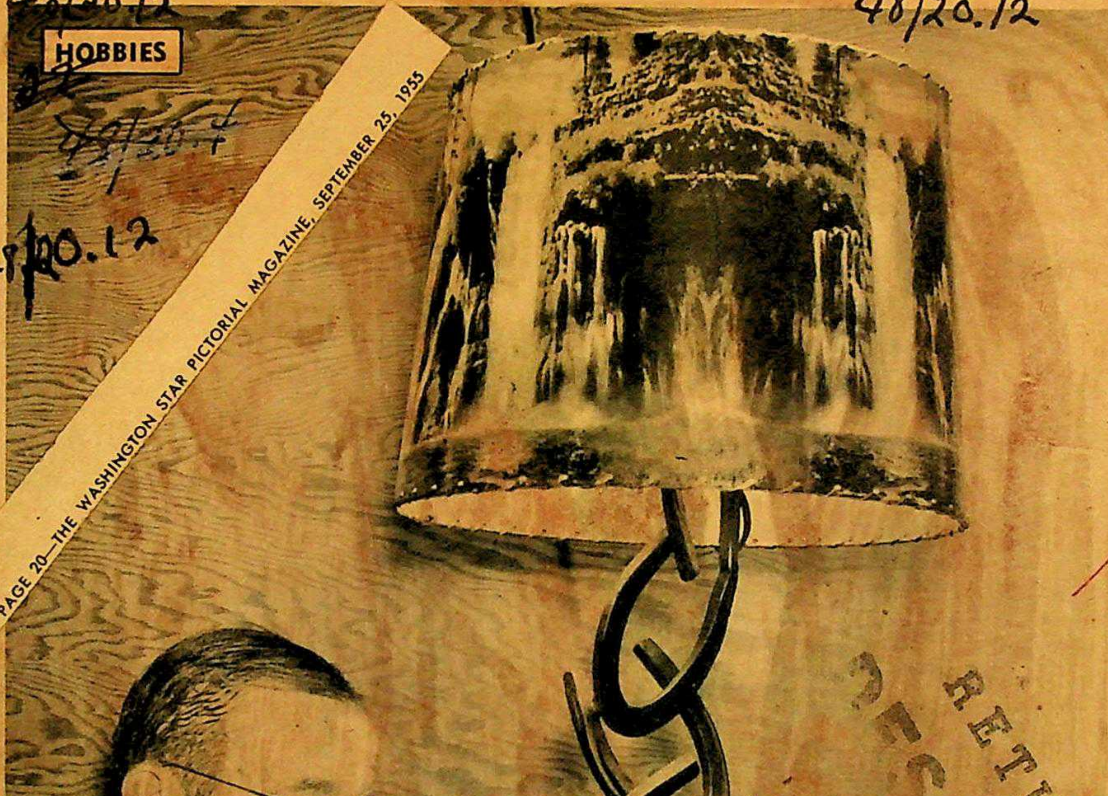
48/20.12

HOBBIES

~~48/20.4~~

48/20.12

PAGE 20—THE WASHINGTON STAR PICTORIAL MAGAZINE, SEPTEMBER 25, 1955



RETURN TO

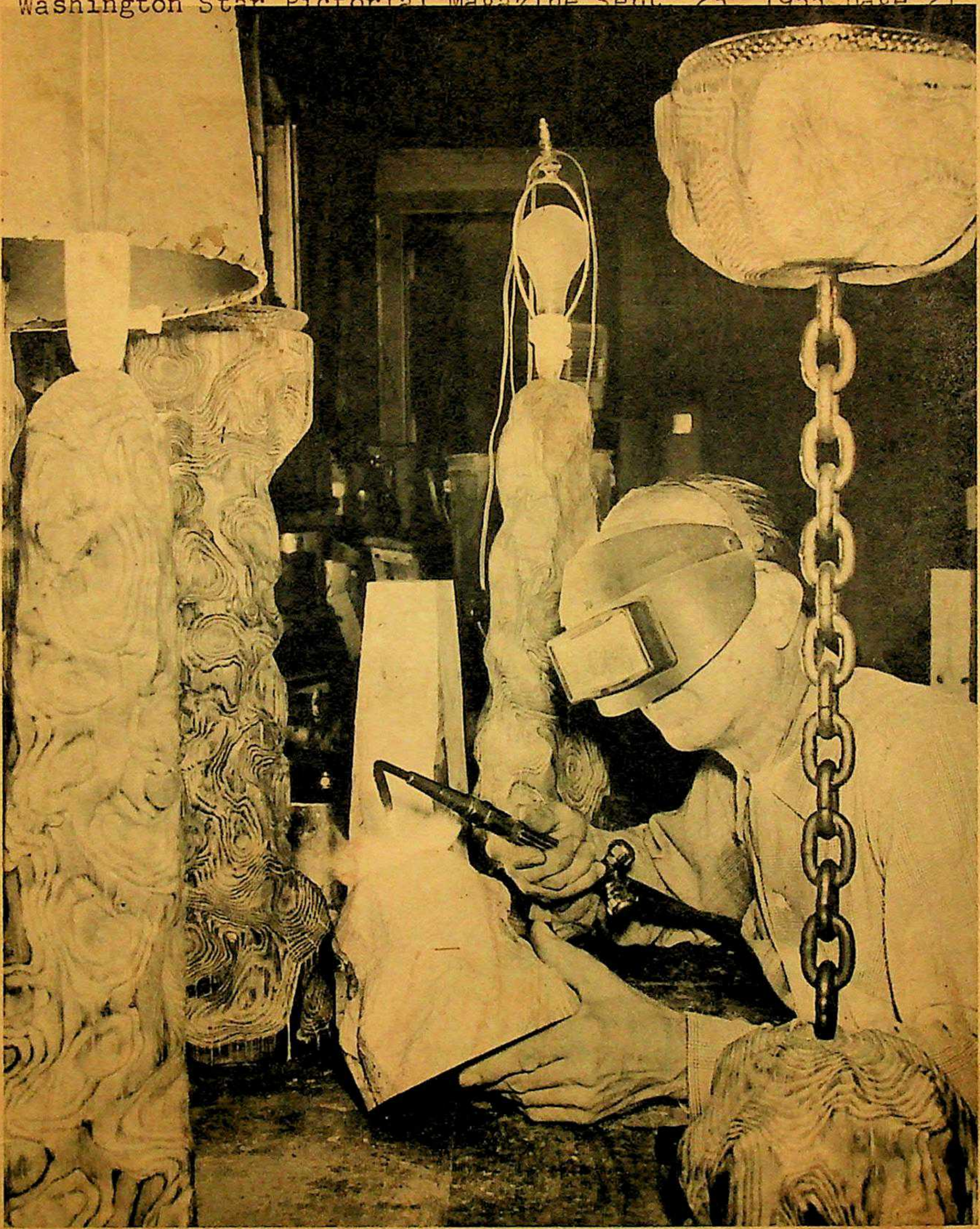
A few discarded horseshoes, a lamp shade and a lot of imagination add an unusual lamp to Wesley Giersdorf's artistic collection. The shoes maintain their upright position because they are welded.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

D48-20.C 91

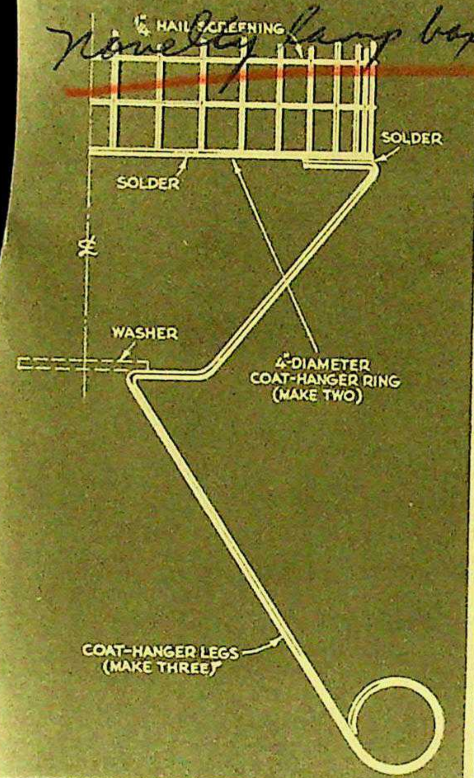
Washington Star Pictorial Magazine Sept. 25, 1955 page 21

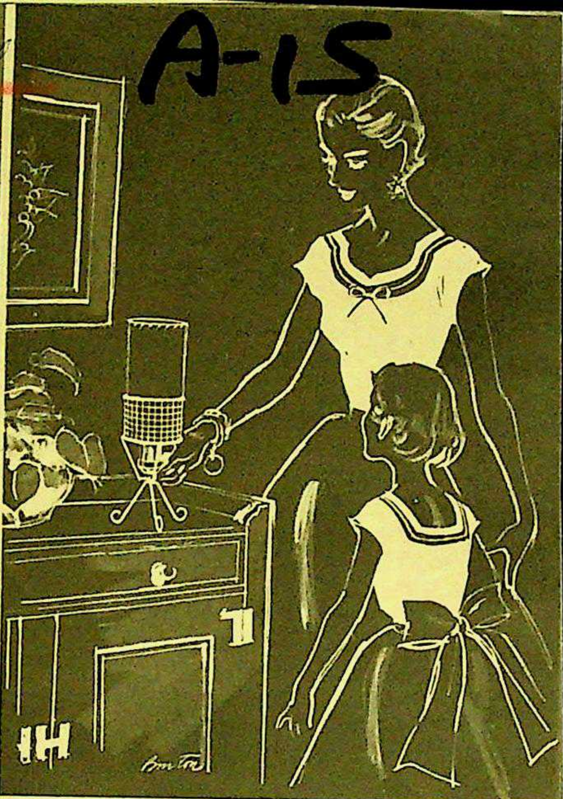


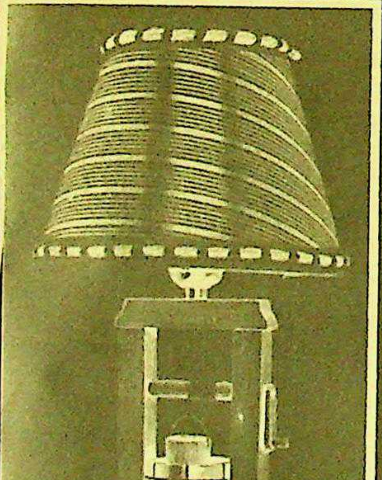
The former hot trumpet player uses a blow torch to bring out the grain in a piece of wood. He is working on an ash tray stand similar to the one at right. White coating and wax polish add beauty.

Novelty lamp base

A-15


¼" HAIL SCREENING
SOLDER
SOLDER
WASHER
4"-DIAMETER COAT-HANGER RING (MAKE TWO)
COAT-HANGER LEGS (MAKE THREE)





3 **A wood-turning lathe** with a faceplate will help you give this "old-oaken-bucket" lamp a whirl. Turn the base, well-body and bucket from maple or beech, and the windlass from ½" doweling. Make the windlass frame from ¾"-square strips of the same wood. Drill a hole in the center of the cross member for a light-socket bushing and nut; then carve a groove in its undersurface to carry the lamp cord to one of the uprights. Drill a ¼" hole through the upright and the section of the base beneath it. A quarter of the base circumference away, drill a ⅜" hole into the edge of the wood for another cord bushing. Connect the two holes with an L-shaped channel carved or routed in the underside of the base.

Before bradding and gluing the parts together, attach the lamp socket and thread the cord through the holes and channels. Also insert the windlass in the bearing holes before attaching the upright on the crank-handle side. Make the crank from a thin strip of wood and the handle from doweling. Drill holes in the bucket for a wire bail and tie a piece of cord a foot or more in length to the bail for a bucket rope.

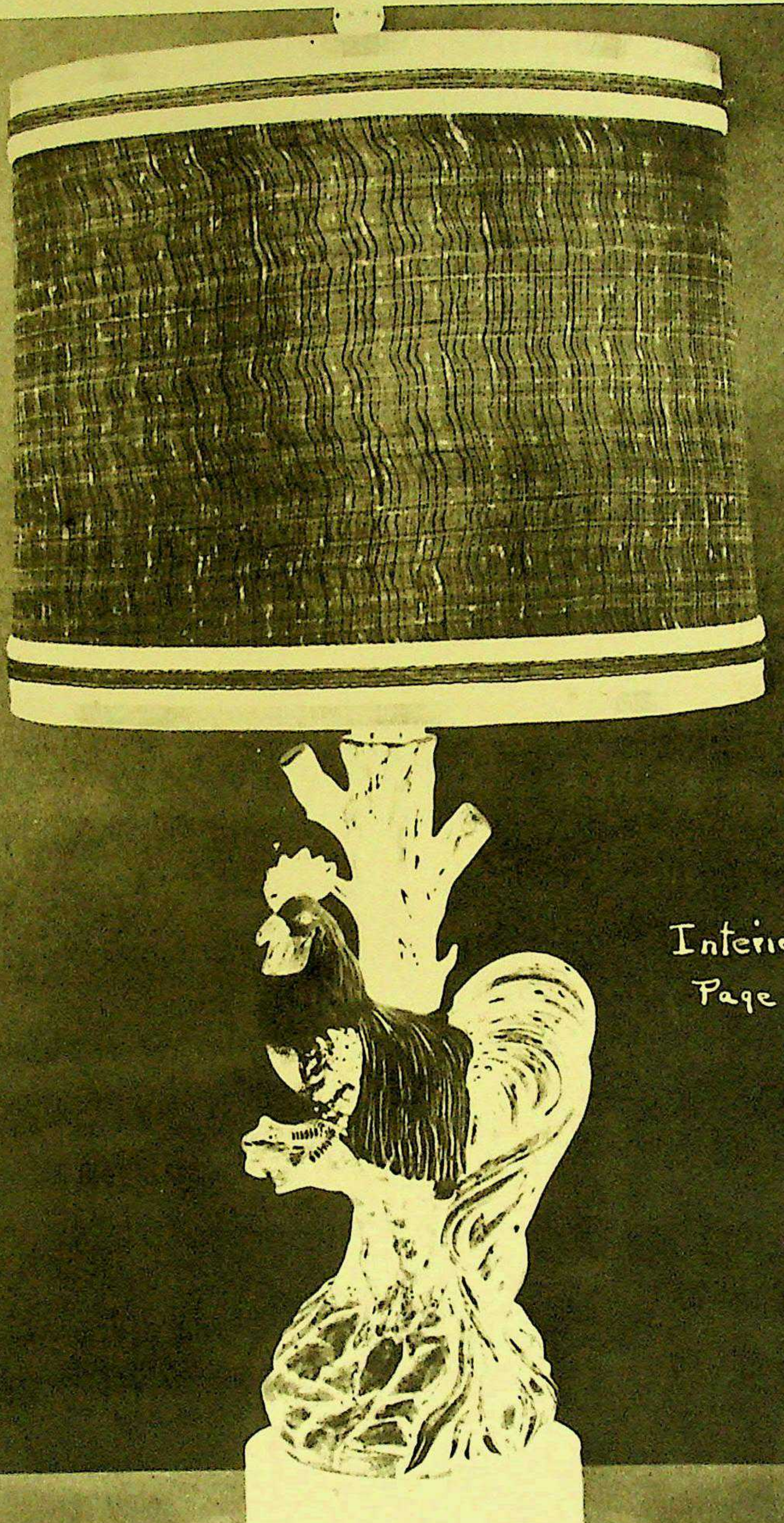
Give all wood parts but the well-body a natural finish (two coats of shellac or varnish). Paint the well-body brick-red and apply gray mortar stripes with a brush or striping tool. Finally, wind the bucket rope around the windlass and, with bucket at height indicated, secure it with several drops of cement.—*Herbert Y. Moon, Orient, N. Y.*

Popular Science
May 1955

D48-20.B 91

LIBRARY
DEC 28 1954
U. S. PATENT OFFICE

Interiors - Dec. 1954.
Page 10



Paul Hanson Co. Inc.

15 East 26th Street
New York

611 Merchandise Mart
Chicago

D48-20.B 91

"225"

THE DECORATORS' SOURCE OF CHINA, GLASS AND DECORATIVE HOME ACCESSORIES INCLUDING
OCCASIONAL FURNITURE
WALL DECORATIONS
LAMPS, SHADES
FINE DINNERWARE
CRYSTAL
OBJETS D'ART
PICTURES

For comprehensive data on items and lines, visit Buyers' Information, Room 727, or phone MUrray Hill 5-6377

225
FIFTH AVENUE

Write for the new edition of the "225" Directory. Cross & Brown Company 225 Fifth Ave., N. Y. C.

AMERICA'S GIFT AND ART CENTER

225 FIFTH AVENUE New York

wallpapers by CRITERION CUSTOM WALLPAPERS to architects and decorators.

JOHN B. SALTERINI COMPANY, INC. will show its new 1955 line of wrought iron furniture during the January Home Furnishings Market in Space 1785 of The Merchandise Mart, Chicago, and in the Waters Building, Grand Rapids. This marks the first market that the Salterini line has been shown in The Merchandise Mart.

TEXTRON, INC., 50 South Main Street, Providence, Rhode Island, has purchased all of the stock of Robbins Mills previously owned by J. P. Stevens & Company, Inc.

TREE HOUSE, Route 22 and Hardscrable Road, Croton Falls, New York, is now providing trees for use in interior design schemes. They can supply orange, holly, camellia, and others in various sizes to suit your needs. The phone number is CRoton Falls 7-3848.

VIKING WOODCRAFTERS, Poughquag, New York, has named GOTHAM CARPET COMPANY, INC., 515 Madison Avenue, New York, exclusive distributor of its handcrafted screens and furniture to architects and designers.

WALLS TODAY, INC. has opened its doors at 9 East 53rd Street, New York, to bring its custom-colored scenic and repeat wallcoverings to designers and architects.

RUTH WELLS, 339 East 54th Street, New York, is showing the Attachments Collection, designed by Laurence Steegmuller, which was illustrated in our June issue. The phone number is PLaza 3-3237.

WILLIAMS & WELLS, 32 East 57th Street, New York, is the new firm formed by designers H. T. Williams and Sanford B. Wells.

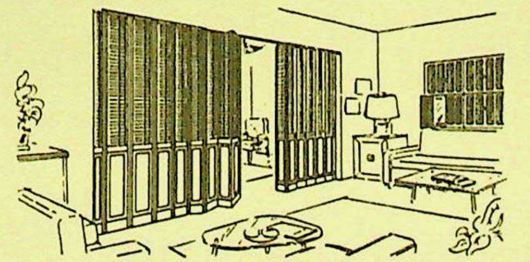
PHILLIP YOST, designer, is now located at 2031 Union Street, San Francisco.

SELECTED FOR HOME FASHION LEAGUE FILM "CREATING A HOME"

Brach·Allen Studio
1323 SOUTH MICHIGAN
CHICAGO 5, ILLINOIS

SHOW ROOMS
Chicago: Sun Glo Studios, 1538 Merchandise Mart
New York: Sligh Furniture Showrooms, Inc., 305 East 63rd Street
Grand Rapids: Brach-Allen Studio, 5th Floor, Exhibitors Bldg.
Dallas: David Northrop Company, 3009 Fairmont Street
Miami: Whitlow Ringdahl, 5562 N. E. Fourth Avenue

Request catalogue on professional letterhead

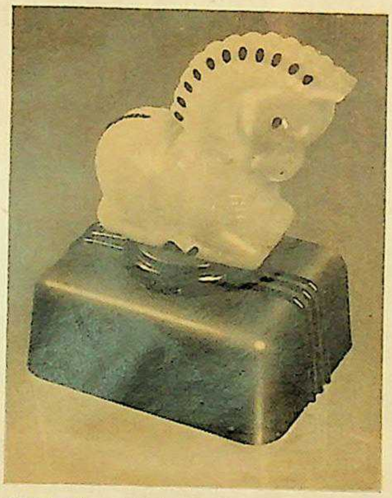


Shutters Unlimited, inc.
INTERIOR MOVABLE LOUVRE SHUTTERS
MANUFACTURED IN NEW YORK CITY
100 WEST END AVE., N. Y., 23 DEPT. I TR 7-6620

Dec. 1954

BRITISH PLASTICS 7-1953 P.258

48
D48-20.B 91



Children's night-lamp by Thurgar Bollé (Successors), Ltd. (Kleestron, Ltd.)

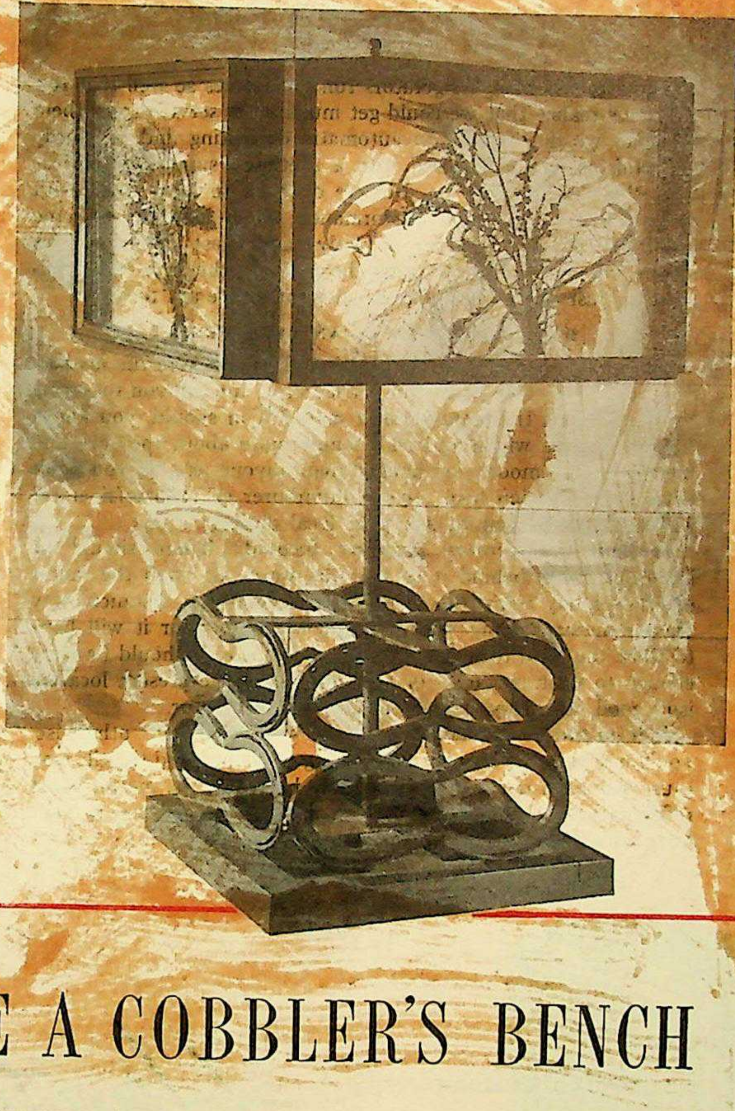
X D 45 The Amer. Home 7/53 P.47
20.12

~~XD45/20.12~~ The American Home July 1953 P. 47

~~D4~~

91

OF HORSESHOES

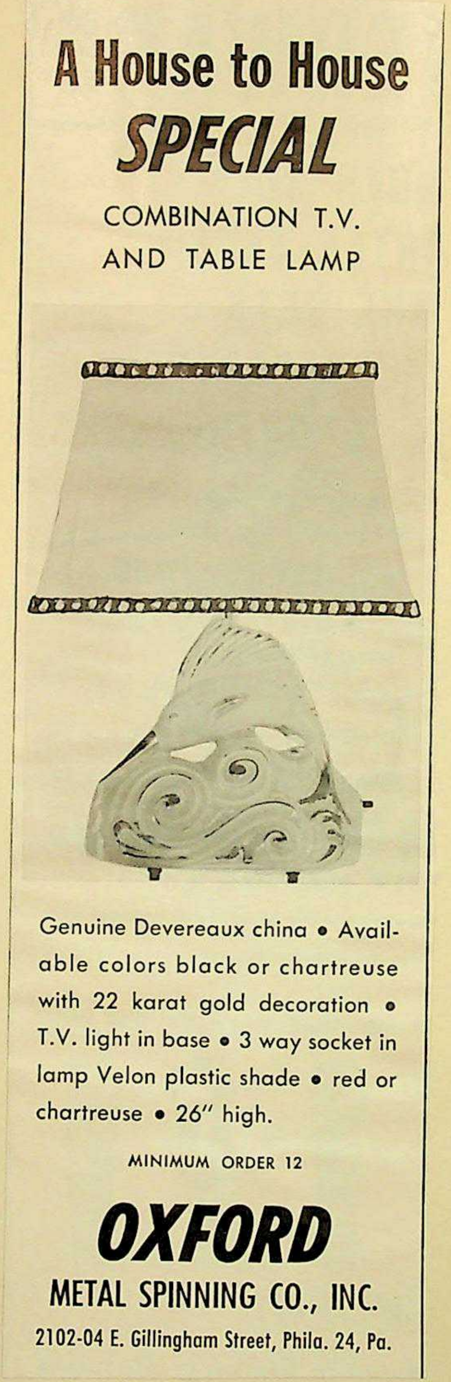


The shade appears to be a fabulous custom-made creation, and the base has the air of hand-wrought iron, beautifully modeled and intertwined—and worth umpteen dollars a look! But the base is made of horseshoes—just plain, old-fashioned horseshoes. We were fooled, too. Look closely, and you'll see that 16 horseshoes were soldered together to form it. A simple pipe shaft rises to hold the light, and a strip of metal joins the horseshoe composition to the square wood foundation, the whole painted flat black. Fascinating shade is also made at home: each of its sides is a wooden shadow-box frame, painted black; within frames, dried grasses and leaves are held between inner panel of opaque plastic and outer panel of clear plastic.

TO MAKE A COBBLER'S BENCH

INSTALLMENT RETAILING 6-1953 P.40

D48-20.B 91



A House to House SPECIAL

COMBINATION T.V.
AND TABLE LAMP

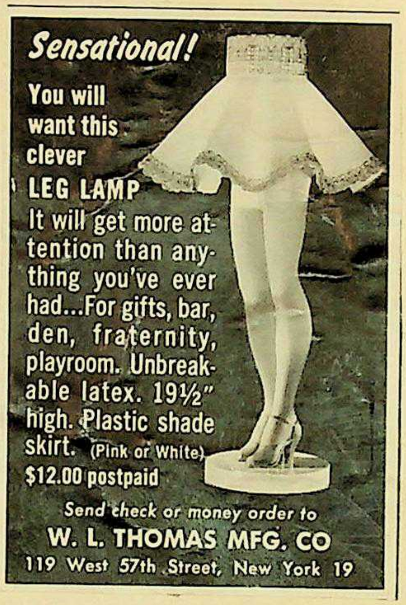
Genuine Devereaux china • Available colors black or chartreuse with 22 karat gold decoration • T.V. light in base • 3 way socket in lamp Velon plastic shade • red or chartreuse • 26″ high.

MINIMUM ORDER 12

OXFORD
METAL SPINNING CO., INC.
2102-04 E. Gillingham Street, Phila. 24, Pa.

ESQUIRE 12-1953 P.266

D48-20.B
91



Sensational!

You will want this clever LEG LAMP

It will get more attention than anything you've ever had...For gifts, bar, den, fraternity, playroom. Unbreakable latex. 19½" high. Plastic shade skirt. (Pink or White)

$12.00 postpaid

Send check or money order to

W. L. THOMAS MFG. CO

119 West 57th Street, New York 19

INSTALLMENT RETAILING 6-1953 P.46

D48-20.B .91

Floral T. V. Lites
EXCLUSIVE H.H. ITEM
12 STYLES TROPICAL COLORS
Photos — Prices
CONCORD Glass Mfg. Co.
4214 - 43 AVE., L. I. CITY 4, N.Y.

NAHHIC News

Continued from page 6

along with their salesmen, to bring to the attention of all non-member customers in the house-to-house installment industry the advantages of NAHHIC membership. They would also inform these customers that the Association means business in excluding admission to all but members at the 1954 Show.

It was agreed that awards be made to the best new product in three categories introduced at the next Show (hard goods, soft goods and specialty items). Details still remain to be worked out and will be announced when the procedure is set.

Group Insurance

THE RESPONSE TO THE LAST MAILING on group insurance has produced more than 78 replies from members who either signed up for the program or who expressed their interest in joining; 69 members have also notified us that they either have such insurance presently or that they are not interested in the program. From this response, it would seem safe to predict that the group insurance plan will be activated before the end of this year.

Continued from page 20

ance. Thus, when insurance is most needed, it cannot be had, and the manufacturer is faced with the burden of defending and paying claims himself when they arise.

A typical case with which the writer's firm has had experience will illustrate the point. The manufacturer of a harmless product sold large quantities of it—while he was insured. It later developed that some people were allergic to the product. Several claims were made by such consumers. As the claims increased, the insurance company cancelled its Products Liability policy. The manufacturer was unable to obtain insurance from any other company, even though he discontinued the sale of the item in question. Many claims for damages were made for some time after the policy was cancelled. These claims had to be defended by the manufacturer and damages paid by him personally.

THERE WOULD APPEAR to be no present remedy, unless insurance companies can be induced to write policies offering coverage for any merchandise sold by the manufacturer during the term of the policy. Under such a policy, a manufacturer who discontinued the sale of a product would still have complete coverage for all past sales.

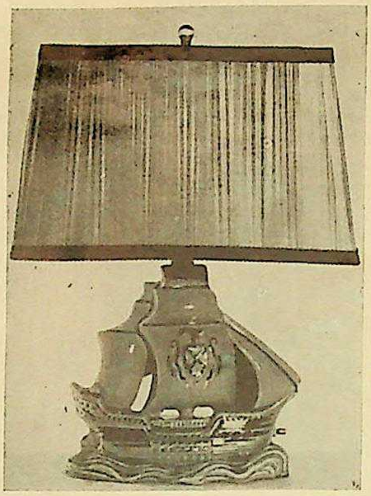
INSTALLMENT RETAILING

6-1953

P-39

D48-20.C 91

The BIGGEST GIMMICK of the Year



#520
HEIGHT
24"

FOR TESTED, FABULOUS, IRRESISTABLE SALES APPEAL

TABLE LAMP — NIGHT LAMP — TV LAMP — PICTURE LAMP

Vitreous China with 22 kt. gold trim. Plasti-Silk Shade.

Filtered light gleams through the colored isinglass openings in the sails and portholes. Three way lighting effect — top — bottom — together. Complete w/Bulb — 12 Min. — Shipping Weight: 18 Units per 100.

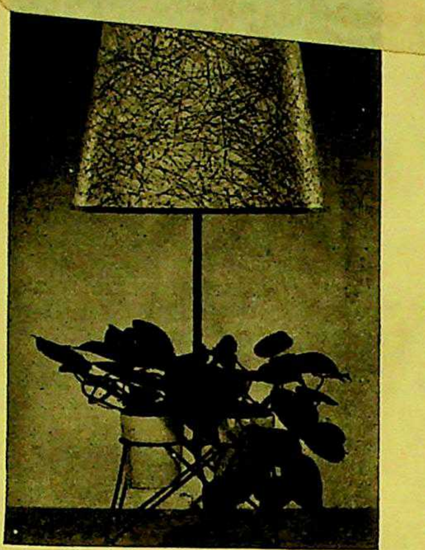
LAMP-O-LITE COMPANY 1617 SO. MICHIGAN AVE.
CHICAGO, ILLINOIS

XD 48/20.2 INSTALLMENT RETAILING 6-1953 P.35

D48-20.E 91

And Still Another

620/619



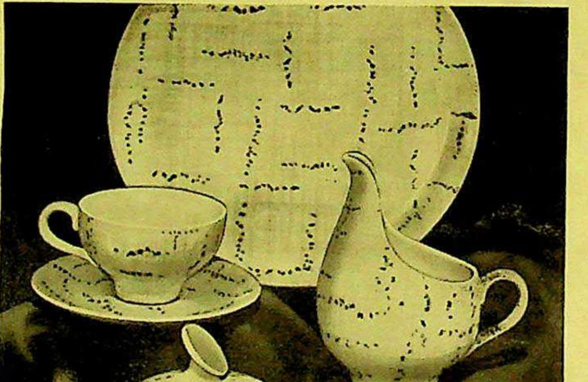
29" TALL

BAKED FINISH

REMOVABLE ROYAL CHINA FLOWER POT

14" WEB SHADE IN CHARTREUSE OR BLACK

HENRY R. BECKER & CO.
1438-40 NORTH 7th STREET, PHILADELPHIA 22, PA.
FRemont 7-6133-4



NAVAJO

A gracious, new "American Indian Lore" pattern by Stetson, created for members of NAHHIC. The pattern is meticulously hand painted, then sealed under glaze for permanent protection against fading or cracking.

Feature Set: 53 pc. service for 8.

Stetson CHINA CO.
LINCOLN, ILLINOIS

HULL *Lifetime* STAINLESS

VASSAR

A real door-opener — Vassar pattern by Hull. Rough daily use won't dull its bright mirror finish . . . no polishing needed. Tasteful simplicity in solid stainless—guaranteed never to rust, tarnish or corrode. Round or oval soup spoons. The perfect pattern for matching ensembles. Service for 6 or 8.

Now available for house-to-house selling

◀ **HULL** *Lifetime Stainless guarantee protects you and your customer*

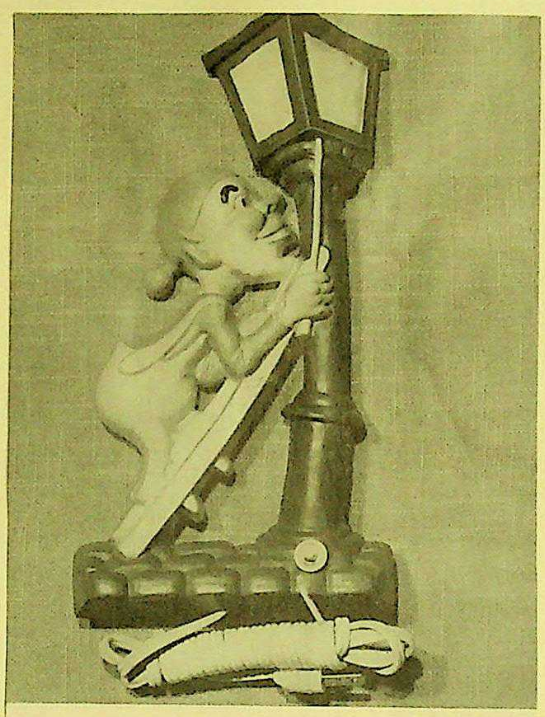
ADORABLE ROSE

Hull's world-famous floral pattern in stainless. Outstanding features include one-piece forged knife with serrated Wonder Edge...slotted serving spoon, the first made in stainless. Round or oval soup spoons. Also available with 2-piece knives. Service for 6 or 8. Full markup for installment selling.

John Hull Cutlers Corporation
1239 BROADWAY, NEW YORK, N. Y.

Modern Plastics 3-1953 P.100

D48-20.B 91



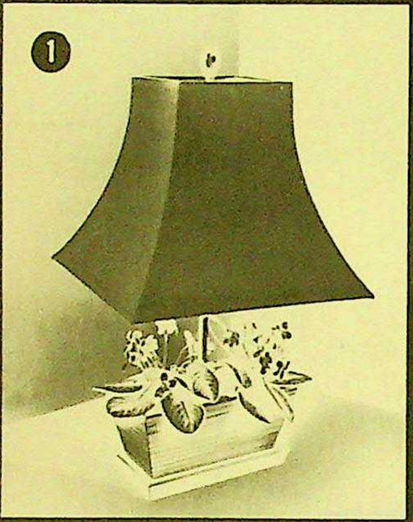
Children's night light, molded of Tenite II cellulose acetate butyrate, combines practicality with ornamentation. The lamp, designed with a colorful comic gnome as its appealing central design, gives forth a subdued light which will not keep the child awake. The Juvenile Nite Lite is available from Burwood Products Co., 1953 E. Bay Shore Rd., Traverse City, Mich.

Novelty Lamp Box

Deltagram - Jan-Feb 1953 - page 12

A-15

PLANTER LAMP



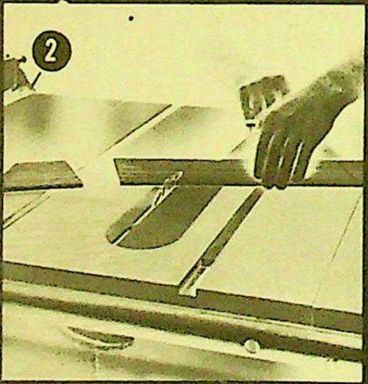
Small potted plants of African violets or any plants of your selection, will add charm to any room.

A planter lamp like this one will give that added touch of decoration to your television set or occasional table.

Begin by cutting the side stock on your circular saw with the miter gage set at 75° (see photo #2). Striated ¼ inch panel stock can be used. Glue and brad fasten the corner joints. For added strength, a tongue and groove joint like that used on drawer fronts could be employed. A ¾ inch piece is glued and bradded in the center of the box, in which the ⅜ inch pipe is fastened. The lamp socket and shade bracket are screw fastened to the other end of the pipe.

The base is made of ¾ inch stock with a hole bored in the back side for the lamp cord. Before fastening the base to the box be sure to insert the cord as shown in photo #5.

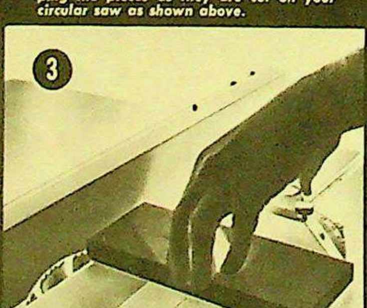
For that Chinese motif, enamel the box a Chinese red, the base and pipe, black. Use shellac as a sealer before applying the enamel. A bright green rectangular shaped shade completes the lamp.



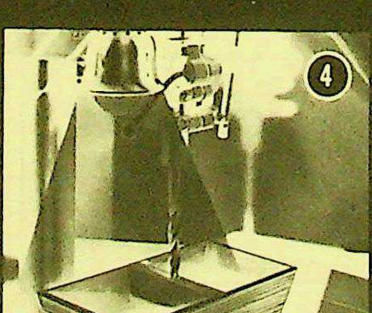
By setting your miter gage at 75° you can cut all four pieces of the box by flopping the pieces as they are cut on your circular saw as shown above.

BILL OF MATERIAL

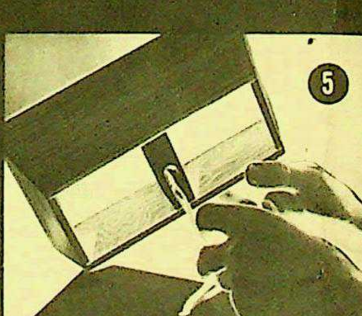
No. Reqd.	Name	Size
1	Bottom	¾ x 4½ x 9
2	Side	¼ x 4 x 10
2	End	¼ x 4 x 4
1	Center Piece	¾ x 4 x 4
2	Sub Base	¾ x 3 1/16 x 3½
1	Pipe	⅜ x length to suit
1	Harp	
1	Socket	



The chamfer on the base is easily made on your circular saw with the use of a wood fence and the blade tilted at 45°.



Before assembling the box to the base, drill the hole for the ⅜ inch pipe with a machine spur bit.

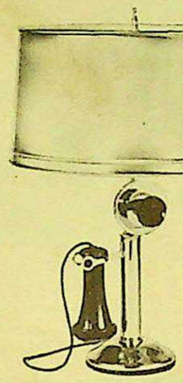


For easier mounting of the lamp cord, insert it thru the base first before putting it into the box section.

Property of U. S. Patent Office
For Examiners Use Only.

HOUSE BEAUTIFUL 12-1952 P.24C

D48-20.C 91



Authentic Old-Fashioned **Telephone Lamp**

This is a find—an authentic old-fashioned telephone, scrubbed clean to its solid brass, lacquered to keep its gleam forever, and wired into a unique and beautiful lamp. Lift the receiver, the light goes on. Hang it up, the light goes off! An unusual gift for home or office that will always be admired! ....Each **$29.95**

Postpaid and insured (shade not included). $50 per pair. Christmas delivery guaranteed. Check or money order please! No COD's.

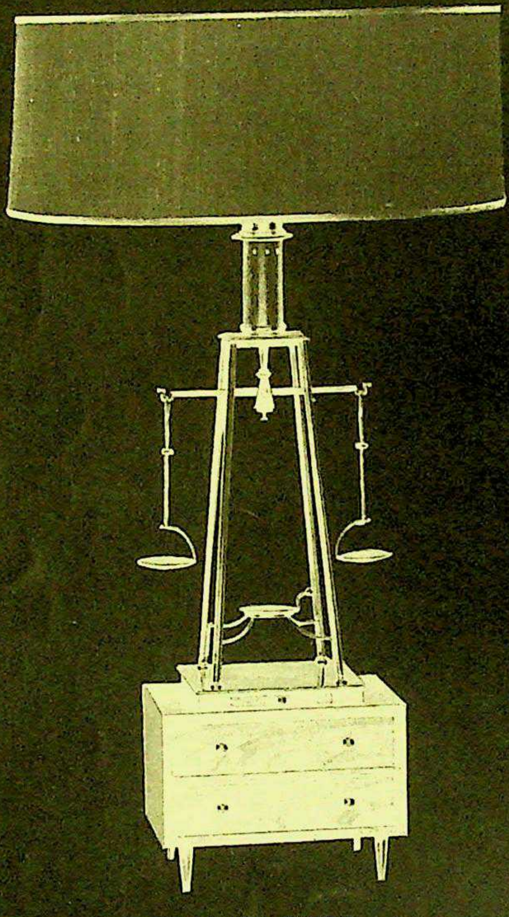
CAROL E. HENRY
"Gifts of Charm and Distinction"
4660 Libbit Ave., Encino, California

D48-20.C
91

House and Garden

May 195

THE STIFFEL COLLECTION



NUMBER FIFTY

Important hand wrot brass balance mounted on diminutive but imposing chest with slide and push-through drawers — faithful adaptation of an exquisite piece thought to have been employed in the Far East opium trade. Solid half-polished old brass and antique light mahogany. 38½ inches to top of shade.
At fine stores..about $275.

A distinguished group of
LAMP ORIGINALS
produced with great care and discretion for persons devoted to the best taste and craftsmanship

BY THE EMINENT DESIGNER

Edwin
COLE

THE STIFFEL COMPANY
CHICAGO

BRIDE'S DREAM HOUSE

Each of these rooms has a generous storage piece for lingerie and accessories, but the master bedroom has, in addition, an adjoining gallery of closets.

Throughout this house, you'll notice that the furniture, whether it is modern or traditional in design, contributes to the actual usefulness of the rooms, so keep in mind your own similar living requirements as you dream. As a background for living, you might dream in pastel colors; today there are a great many pastel paints, fabrics, and carpets that have the added advantage of being practical. If you dream to a

---

AN OUTDOOR KITCHEN

A flower border runs around the outside of our fishhook wall and inside the fence, with a large laurel bush where the two come together. Growing next to the fence we have sunflowers, purple and blue delphiniums, and yellow and salmon hollyhocks. Nicotiana affinis, jasmine-flowered tobacco, fills the night air in the patio with delicious fragrance from white, star-like blossoms, making it an enchanted spot on warm, moonlight nights.

Among the peonies, snapdragons and petunias in the flower bed we have planted mint, chives, red cherry tomatoes and small, yellow, pear-shaped tomatoes. To give salads and drinks a fresh, garden touch, we can reach out and snip a few chives or a sprig of mint. Hors d'œuvres are no trouble to prepare. Our guests help themselves to the tomatoes and eat them straight from the vine.

Because our patio is well protected from chilly breezes we can cook outside from early spring until late fall, and we do. We like the festive, picnic atmosphere of outdoor meals. Nothing is more pleasant than the family breakfasts we have in spring, when a catbird sits on the fence, noting where crumbs fall, and a scarlet tanager, brilliant in the rays of the rising sun, calls from the top of a willow tree.

A full-leafed maple shades the patio most of the day. We have a table and chairs on the grass under it, and in the heat of mid-day sun we can always find a breeze there. In the fall our maple is a blaze of color, which we enjoy from inside as well as outside the kitchen.

The indoor half of our kitchen is also arranged to make the most of its setting. On the north wall our dining table is placed before double windows, separated from the work area by a peninsula of counters and a draw screen of painted bamboo. The peninsula ends in a rounded cabinet of open shelves on which I keep a basket collection. This is a precaution as well as a convenience. When our Labrador wags his tail he sweeps the shelves clean. After a mustard jar and a bean pot had suc-

Buy Defens

D48-20.C 91

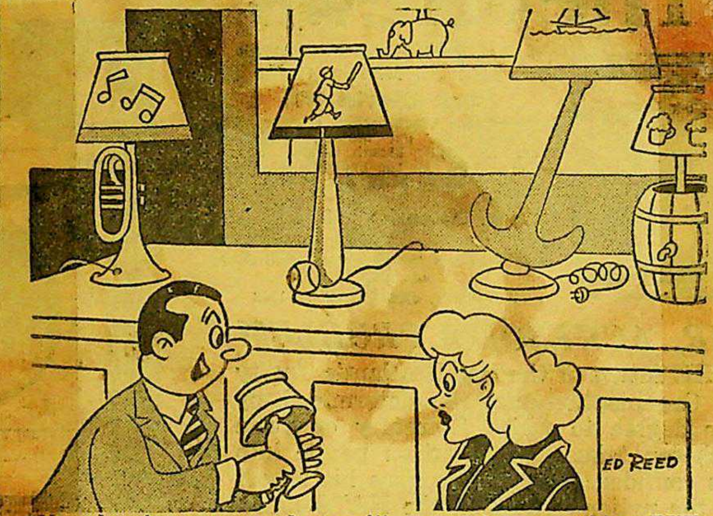
W[illegible]INGTON DAILY NEWS
2-28-52

P. 35

Wash. Daily News

THE WASHINGTON DAILY NEWS, THURSDAY, FEBRUARY 28, 1952—35

OFF THE RECORD



"Now here's an unusual one—it's never been anything BUT a lamp."

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

Novelty Lamp Bot

A-15

ACME MASTERCRAFTS

We invite your inspection
of our new lines

BOUDOIRS
NITE TABLES
TWIN ARMS — WALL BRACKETS

48
20

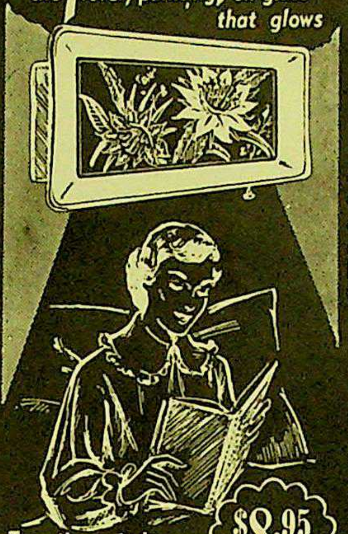
AT THE
NEW YORK
GIFT SHOW
Hotel New Yorker
ROOM 709

ACME MASTERCRAFTS
CO., INC.
54 West 21st Street
New York 10, N. Y.

---

picturglo —the new bed lamp

the lovely painting on glass that glows



A wide variety of subjects appropriate for every room in the home — write for full color catalog.

Turn the switch once for a soft nite lite — turn the switch again for a bright reading light.

$8.95
List Price

This one-column mat is available for advertising in your local newspaper.

MARKS MANUFACTURING CO.
700 North Carpenter Street • Chicago 22, Illinois

LAMP SHADES

PROMOTIONAL SHADES
IN CELANESE, TAFFETA
AND PLASTIC

Sold from Coast to Coast

RETAILING FROM $1.59
A COMPLETE RANGE OF SIZES

ALDINE
MANUFACTURING COMPANY, INC.
121 Chestnut Street
Philadelphia 6, Pa.

FOR *SENSATIONAL*
PROMOTIONS IN

FLOOR LAMPS
TABLE LAMPS
LAMP SHADES
SMOKERS
ELECTRIC CLOCKS

SEE THE 1950
GIBRALTAR LINES
Now on display in our
NEW YORK SHOWROOMS
230 FIFTH AVE., ROOM 1009

GIBRALTAR MFG. CO., INC.
Office and Factory
403 COMMUNIPAW AVE. JERSEY CITY, N. J

[88] LIGHTING & LAMPS, February, 1950

D48-20.C 91) THE HOME CRAFTSMAN
PAGE 39
39
Jan-Feb. 1950

Glass Drill Made from Tubing

A SIMPLE handmade coring glass drill can easily serve as the key for opening the door to countless hours of real pleasure and possible profit to the individual with only a trace of artistic ingenuity. Thousands of glass containers of every conceivable shape, size and color are discarded daily as useless. By the simple

expedient of drilling a hole or two at strategic points in them, an almost unlimited number of both ornamental and artistic articles can be produced. By the same token—and equal in number—are the

48-20

A·15

Novelty Lamp Box

A
Greetings
A

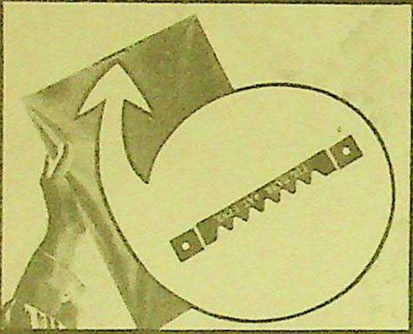
1950 1950

To Those Ace-High People

OUR CUSTOMERS

PAST · PRESENT · FUTURE

MORTON A. NETTER · *Giftwares*
1017 N. Front Street
Phila. 23, Pa.



PICTURE HANGER

EASY WAY TO HANG PICTURES!

No Screw Eyes
Wire
Measuring

3 hangers in envelope. 36 envelopes in display carton.

$2.16 carton
F.O.B. Chicago

FRANKLIN PICTURE FRAME CO.
2021 West Montrose Avenue Chicago 18, Illinois

To Our Many Friends
Our Sincere Wishes For a
Merry Christmas and a Happy and
Prosperous New Year

S. P. Skinner Co., Inc.

Old Castle

225 FIFTH AVENUE NEW YORK 10, N. Y.

To Our Many Friends
our sincere wishes for

A MERRY CHRISTMAS
AND
A PROSPEROUS NEW YEAR

JOHN GOODMAN 225 Fifth Avenue
New York 10, N. Y.

AT YOUR SERVICE

(Continued from page 129)

DESIRE TO SHARE Showroom or Space at 225 Fifth Avenue. We are direct Manufacturer's Representatives with National lines. What have you? GA-446C.

NEW STORE with mezzanine, suitable for "Gift and Art Shop"; on quality section of main shopping street in Summit, N. J., a high-grade commuting town 20 miles from New York, rated with the highest per capita purchasing power group in country. Reasonable rent. M. P. Spies, 786 Broad St., Newark, N. J., phone Market 2-3123.

ATTENTION: If you would be interested in having your china blanks decorated such as lamps, figurines, novelties, and etc., contact us giving full details. GA-478C.

GIFT, CHINA AND Costume Jewelry Shop for sale. 55 miles from New York. 2 floors and basement. 100% location. 175,000 population. Large trading area. Gift department did over $50,000 1948. China Mezzanine added recently on 2nd floor. Architecturally designed modern fixtures on both floors. Full glass front with Herculite door completed Nov. 1st. 7-year lease. Low rent. Stock carefully purchased. No dead inventory. Extensively advertised. Air conditioned. Principals only. $28,500 plus inventory. GA-503C.

CLOSEOUT: Opportunity to buy at bargain prices English China, Pottery from importer. Write for details. GA-773B.

RIO GRANDE HANDPAINTED WOODENWARE
Look For the Artists' Initials

THANK YOU!

for a year of good business

To our many customers and friends, we extend our appreciation for your unbounded faith in Rio Grande Woodenware. We are looking forward to the same pleasant business relationships throughout the coming years. May the rewards of your efforts be great for the past year, and to all, we wish health and prosperity for 1950.

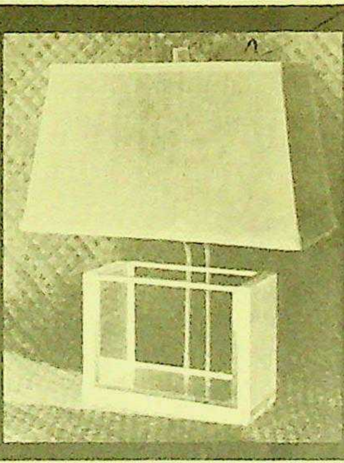
RIO GRANDE HANDPAINTED WOODENWARE *by* **WHITE STUDIOS**
2421 McKINNEY AVENUE
DALLAS 4, TEXAS

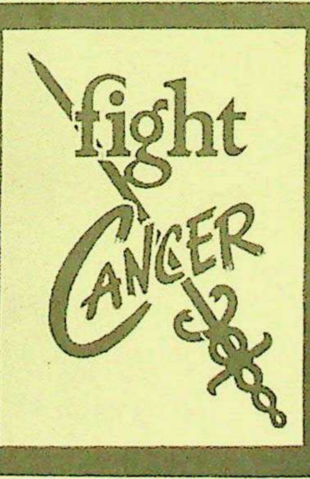
AQUARIUM LAMP

with removable 3 gallon solid brass bound tank. Custom-made shade of linen with silk lining. The shade and wood base may be had in red, green, black or natural.

$25.00

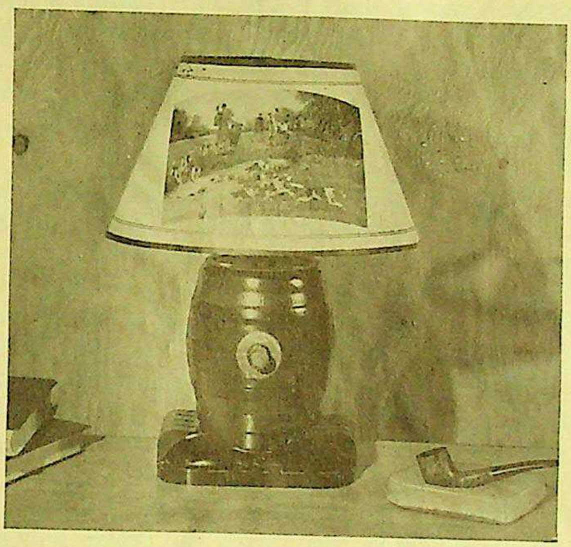
The Morrow-Stevenson Agency
610 No. Robertson Blvd.
Hollywood 46, Calif.





MODERN PLASTICS 6-1949 P. 82

[redacted] 91

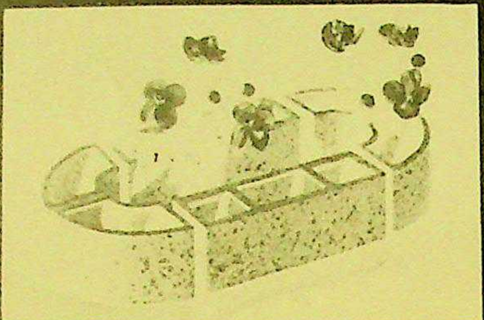


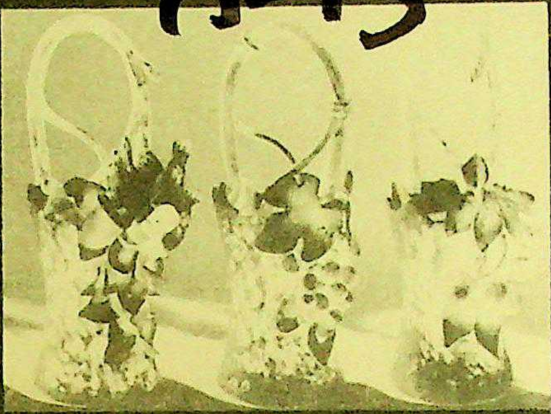
It's dry, but you see double — for the keg doubles as a radio and a lamp. This unusual unit is right at home in a den or club house. The bung or stopper is actually a tuning dial. Space for lamp wiring and radio parts is allowed for in the brown molded Resinox phenolic keg and base. Made and sold by Radio Development & Research Corp., 26 Cornelison Ave., Jersey City, N. J. Colorful decorative shade tops unit

Novelty Lamp Boy

A-15

THE MARKET





ABOVE:

DECORATIVE TRICKS are possible with the oblong Raindrop trough offered by Lewis P. Weil, 90 Church Lane, Philadelphia, who imported it from Italy. The trough consists of four sections, two oblong, at $10.80 a dozen pieces, and two curved sections at $7.20 a dozen pieces. The oblong pieces are 6½ inches long and the curved pieces 4 inches.

RIGHT: Top to Bottom:

ITALIAN CERAMICS make good gift items. The pieces illustrated are from a new line shown by the Javit Co., 55 West 26th St., New York. The retail price on the items shown is $2.95 each.

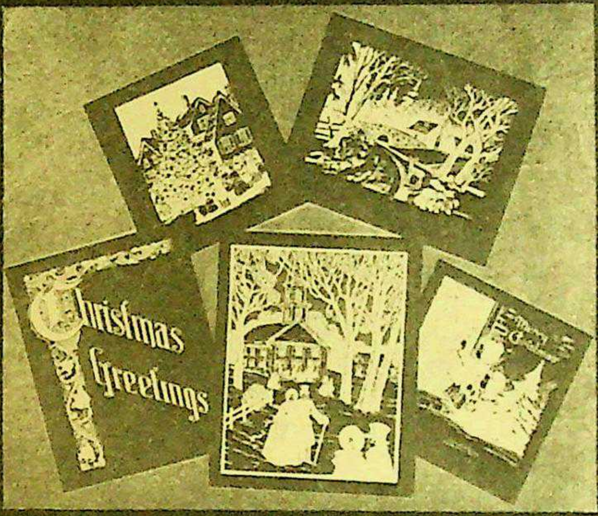
FOR FUTURE SALES. Here are but a few of the new hand-colored Christmas cards from the 1949 line offered by the M. A. Haven Co., 551 Boylston St., Boston.

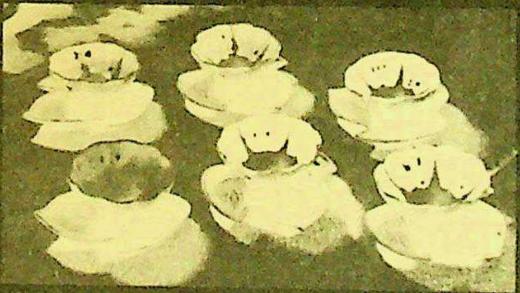
MORNING GLORY bowls and saucers for watermelon balls, fruit cups, and desserts, are available from Baker's "At the Sign of the Laughing Lion," 1532 Sansom St., Philadelphia. They come in a set of six, wholesaling at $5.25 a set. Each bowl is a different color, but the saucers are all green.

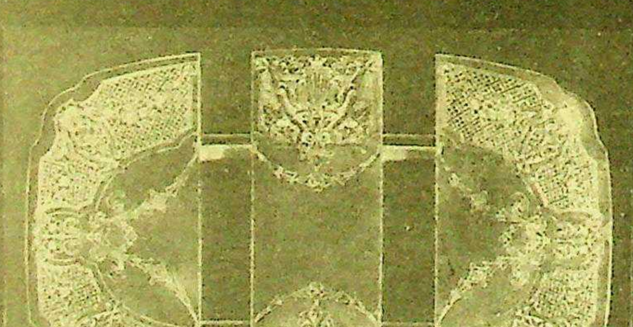
A TOUCH OF Western Color. This lamp is made from a leather cowboy boot, mounted on an antiqued base and topped by a shade hand painted with bright western designs. Lamp is 14 inches high, and comes completely wired. Cost is $7.50 each wholesale. Can be seen at M. C. Liss & Co., 225 Fifth Ave., New York, or order direct from Sunland Novelty Co., P. O. Box 719, El Paso, Texas.

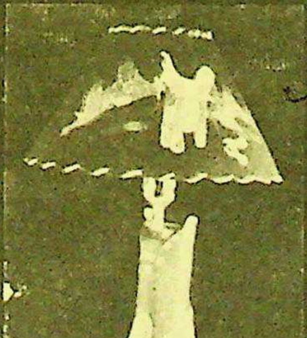
BELOW:

A FINE CHASED PATTERN decorates the new extension trivet offered by Bernard Rice's Sons, Inc., 325 Fifth Ave., New York. Made of heavy silverplate on copper, it can be extended to 13½ inches wide. Stands on small knob legs.









p.109

D48-20.C 91

New 1948 CATALOGS

of all our products

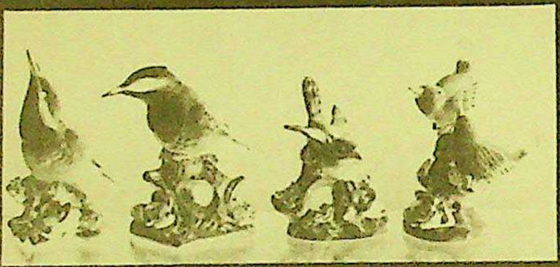
are now ready.

Make Your Request on Your Letterhead — Please

HERMAN KASHINS

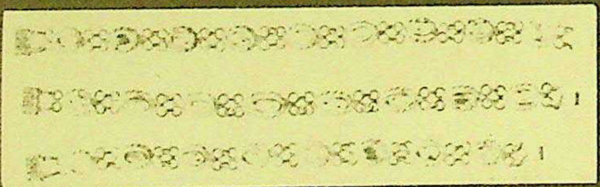
225 5th Avenue New York 10, N. Y.

EYE CATCHERS MEAN SALES



Stock these eye-catchers of hand formed naturally colored porcelain with delicate flowers in bas-relief. The Meadow Larks 5" high $6.50 Pr. (#2270—min. 2 pr.); The perky little bird in flight with blue green wings 4½". $24.00 Dz. (2262); The Double Wren 5¼" high $36.00 Dz., and 4½" high @ $30.00 Dz. (2257) (Min. 1/3 Doz.)

ROYALCRAFT INDUSTRIES 19 W. 31st St., N. Y. 1, N. Y.



HANDMADE STERLING SILVER MOONSTONE JEWELRY

Beautiful Sterling silver bracelets, 8 or 9 moonstones . $15.00 ea.
Earrings to match from.......................$3.00 pair and up
Rings to match from.......................$2.50 each and up

THE PERSIAN BAZAAR IMPORTERS

0 E. 8th Street GRamercy 5-5305 New York 3, N. Y.

THE PUG WUG FAMILY

A DORT ORIGINAL hanging for the children's room.
In tan or white at $21.00 per dozen sets of three

Idora Avenue, *Mack Sales Company* San Francisco 16. Calif.

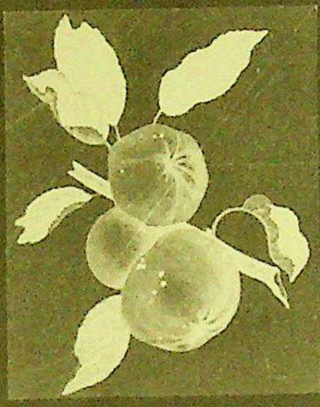
Also Solid Copper Coal Scuttle $12.00 Doz. Wheelbarrow $13.20 Doz., Garden Cart $15.00 Doz.

Solid Copper Express Wagon Ash Tray,

or remove the cigarette holder, and have an attractive novelty—$15.00 a doz. wholesale. Highly Burnished —Protectively Lacquered.

NORWALK METALCRAFT CO.

106 W. Cedar Street So. Norwalk, Conn.



A New Series of

FRUITS

Shown is one of a new series of Fruit Prints recently published. Six subjects beautifully hand colored. Available in 2 sizes:

12" x 14" ......List $2.00 Each
5½" x 8½" ...List $1.00 Each

(Four subjects only in smaller size)

Prices subject to usual trade discount.

Send for Free Catalog on your Business Letterhead

"Prints for Every Decorative Purpose"

I. B. Fischer Co., Inc.
225 Fifth Ave., N. Y. 10, N. Y.

Beautiful Hand Decorated

WISHING WELL

- COLORFUL
- AUTHENTIC
- LUCKY

Cigarette Dispenser . . . actually cranks up a full bucket of cigarettes.

To Retail at About $2.50
8 inches high
5 inches wide
Individually boxed
$15.60 Per Dozen

Also made as wishing well bank, to hold about $100 in all size coins.

Sample of Each $2.50

RAMLEY PRODUCTS, 43 E. 19th St., New York 3, N. Y.

HAND WOVEN TIES

Of Fabric Imported From

GUATEMALA

$1.50 retail

$10.50 a doz. wholesale

These colorful ties of hand woven fabric imported from Guatemala will add profits to your Gift Shop.

Write for sample 3 or 6 doz. assortment

"Ees wonderful, No?"

CLEMENTS

Box 211 Freeport, N. Y.

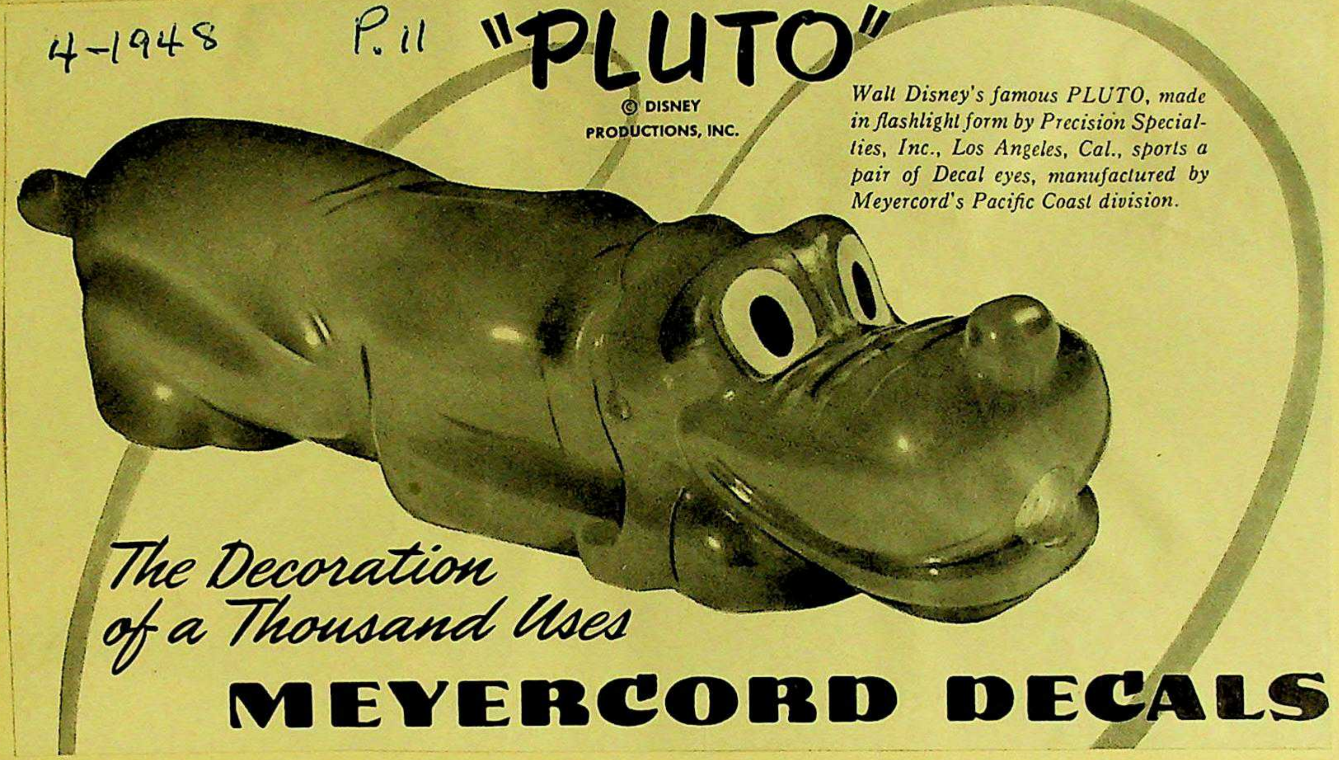
"America's largest importer of Guatemalan Hand Woven Fabrics"

Gift and Art Buyer
May 1948
p165

48 — PLASTICS

D48-20.B 91

4-1948 P.11



"PLUTO"

© DISNEY PRODUCTIONS, INC.

Walt Disney's famous PLUTO, made in flashlight form by Precision Specialties, Inc., Los Angeles, Cal., sports a pair of Decal eyes, manufactured by Meyercord's Pacific Coast division.

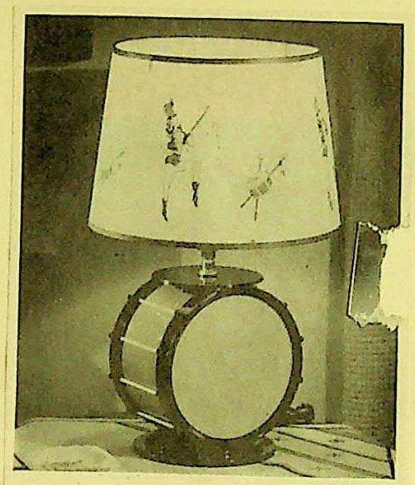
The Decoration of a Thousand Uses
MEYERCORD DECALS

Gleaming red "Lustron" is used for case of "Pluto" novelty flashlight molded by ~~Revell Plastics~~ for Precision Specialties, Inc. Lamp concealed in mouth is lit when tail is pressed. The unusual item is retailed for 69c

3-1948 P36

PLASTICS 1-1948 P. 39

D48-20.C 91



Base of "Glo-Drum" lamp has red polystyrene shell, white ethyl cellulose tie-rods, vinyl covered cord, phenolic switch. Drum head glows in dark. Made by Radio Frequency Laboratories, Boonton, N. J., price $6.95 retail

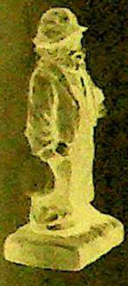
D48-20.B

Syroco Wood
Cat. #11, p.45

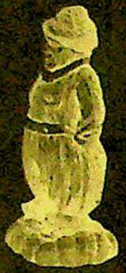
"Decorative Home Furnishings" (Gift & Novelty Sec) © 1942

FIGURINES

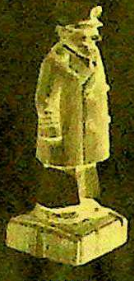
SyrocoWood



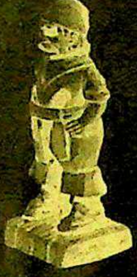
S1131
TRAMP
5" high



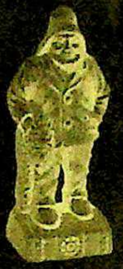
S1133
HOLLANDER
5" high



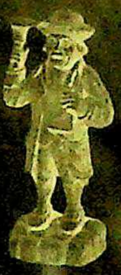
S1130
SEA CAPTAIN
5" high



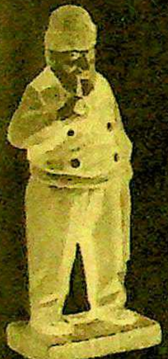
S1132
PIRATE
5" high



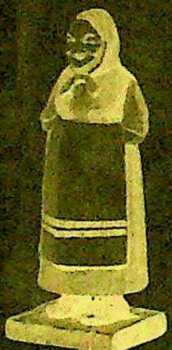
S1125
FISHERMAN
5" high



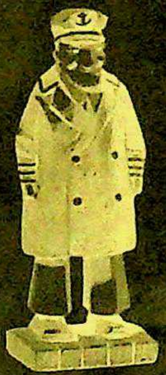
S1126
TOWN CRIER
5" high



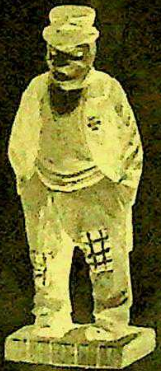
S664 PEASANT
7" high



S665 PEASANT WOMAN
7" high

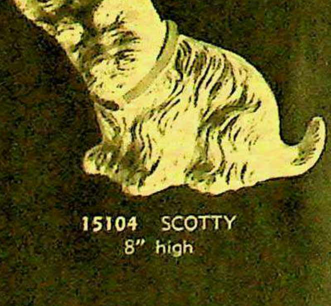


S673 SEA CAPTAIN
7" high

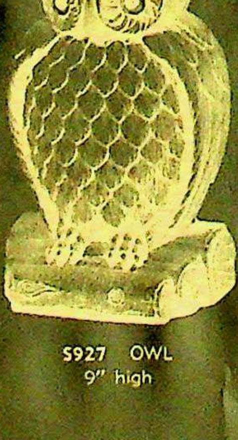


S674 HOBO
7" high

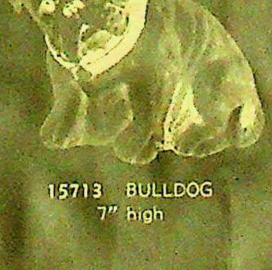
DOOR STOPS



15104 SCOTTY
8" high



S927 OWL
9" high



15713 BULLDOG
7" high

D48-20.C 91

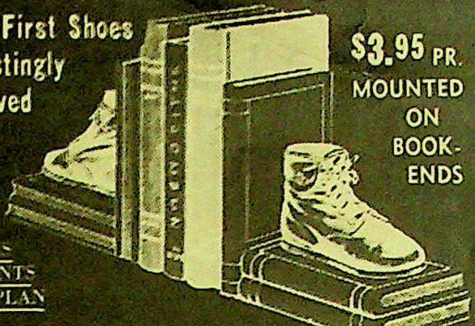
tal LINE
That Is Different

Consisting of numerous items that are not expensive, yet good enough to be used in the most exclusive shops.

The covered Apple Dish illustrated can be retailed for $2.50, while the Hurricane retails for $3.00 a piece.

HORACE C. GRAY CO.
200 Fifth Avenue New York

Baby's First Shoes Everlastingly Preserved

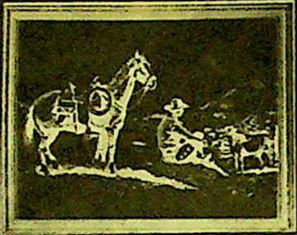


$3.95 PR.
MOUNTED ON BOOK-ENDS

WRITE FOR
SAMPLES
DISCOUNTS
SALES PLAN

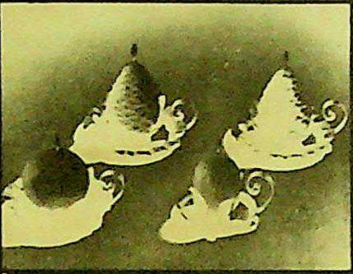
STANDARD BRONZE COMPANY
MANUFACTURERS
627 WEST LAKE STREET, CHICAGO
ALSO PACIFIC COAST

COPPER PICTURES



Western subjects attractively colored in water colors on lacquered copper.
7 x 9 framed $9.00 doz. net

Artcraft Stationery Co.
254 E. CONGRESS
TUCSON, ARIZONA



"ORANGE-LITE"
Scented Candles
in
Orange
Lemon
Pine
Redwood
Fragrances

Write for Price List

"ORANGE-LITE"
554 W. Mission Drive San Gabriel, Calif.
Lester F. Wilson, Manufacturer and Sole Distributor

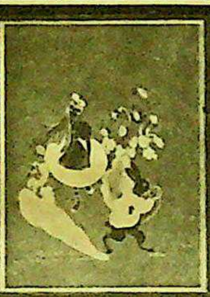
EASTER and "SHOWER" GIFTS

"Flowerettes"
6 styles—1.80 doz.
4 styles—3.60 doz
4 styles—7.20 doz.

Dish cloths, floor cloths, face cloths, table cloths, napkins, potholders, and pot scourers, artistically transformed into amusing and colorful flowers and dolls. Their real usefulness begins where other decorative objects would be discarded.

KARAVAN
TRADING CORPORATION
255 FIFTH AVE., NEW YORK

"Utility Dolls"
4 Styles
All At
$3.60 dozen



Alice and the White Rabbit. One of a series of 4 framed water color drawings, from Alice in Wonderland. Signed by the Artist.

Original Wall Decorations For Children's Rooms
Fascinating Designs
Lovely Colors
Pictures -:- Placques

Send for Catalogue or Call at our Showroom

ALICE HALL
32 UNION SQUARE NEW YORK

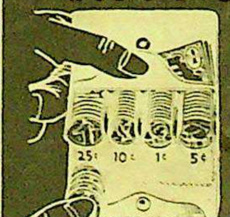
SILHOUETTES
for
Play Room or Nursery

These attractive Children's Silhouettes are hand cut from wood and come in 12 subjects (6 boys and 6 girls).
Average size is 3¾ inches tall and they come in individual cellophane envelopes.

Packed one dozen pair to box, assorted, **2.40** dozen pair. U. S. postage prepaid on all orders accompanied by check or money order.

Kenmore Novelty Co.
41 SCHOOL STREET KENMORE, N. Y.

JIFFY COIN PURSES



1—Art leathers — assorted colors, snap button .... $1.80 per doz.
2—Genuine leathers — assorted colors, snap button .... 3.00 per doz.
3—Genuine leathers — assorted colors, zipper style .... 3.60 per doz.
4—Genuine calf leathers — assorted colors, snap button .... 6.00 per doz.
5—Genuine leathers — assorted colors, zipper style .... 7.20 per doz.

GIFT HEADQUARTERS, INC.
41 West 23rd Street New York City
NEW CATALOG FEATURING ONLY
AMERICAN MADE MERCHANDISE

Gift and Art Buyer March 1940
page 85

149768

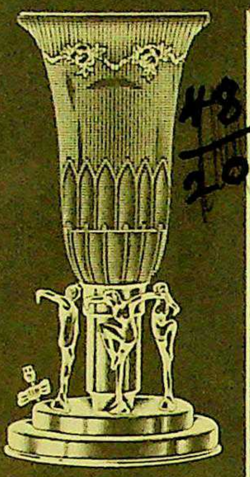
Property of U. S. Patent Office
For Examiners Use Only.

Chicago Wholesaler - Catalog No. 107 - [illegible]

A-15

New Showing of Artistic Lamps

48
20



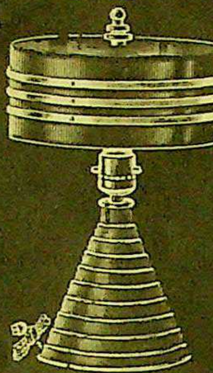
3-Dancer Torchier

Three Dancer Indirect Torchier. Base 6 in. step up, all chrome plated. Three 3½-in. white metal figures, chrome plated. Hand decorated frosted torchier. White glass column. Completely wired with turn knob switch. Height 13 in.

No. 14A72—Each $3.30

Stratosphere Lamps

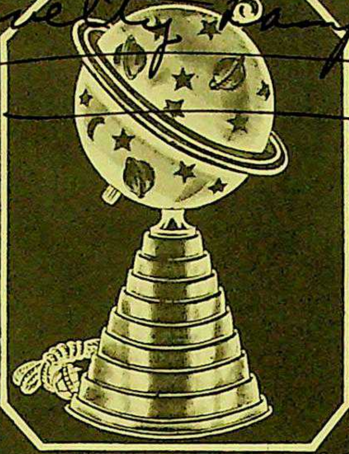
~~Novelty Lamp Bar~~



Very Attractive

A sensationally popular lamp—the "Stratosphere." Metal shade finished in chrome and black. Glass frosted Stratosphere step up base. Nickel push thru socket. Height 11 in. Packed one in carton.

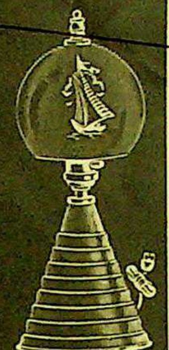
No. 14A74—Each $2.20



Stratosphere Lamp

Stratosphere Lamp. Height 12 in. Has heavenly blue color globe decorated with stars and planets. Cone shaped base; polished metal fittings. Completely wired with cord and plug. May be used in any room of the house.

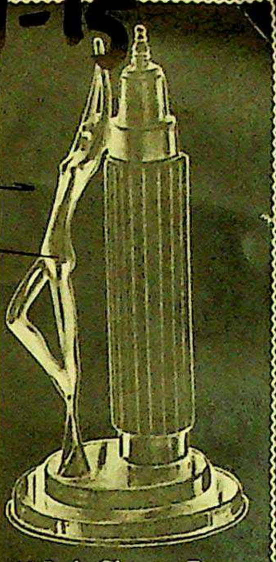
No. 14A82—Each $1.90



Sail Boat Design

Ball Lamp with Sail Boat Design. Glass Stratosphere step up base. White background with various color rings. Shade is of Frosted White glass with pastel colors top and bottom to match base. Wired complete with push thru socket. Height 12 in.

No. 14A78—Each $1.56

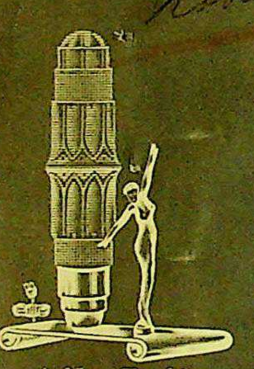


11-Inch Chrome Figure

Modern Torchier. Has 11-in. chrome plated figure, chrome top and step base. Glass column in blue. One of the most successful designs at a very special price. Height 13 in. Each in carton.

No. 14A76—Each $2.90

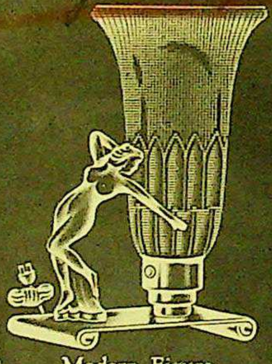
Novelty Lamp Bar



A New Torchier

Modern Figure Torchier. Base 7 in. long and 3¾ in. wide. Figure stands 6 in. high. All chrome plated. Tubular white frosted glass shade. Completely wired with turn knob switch. Height 11 in. Each in carton.

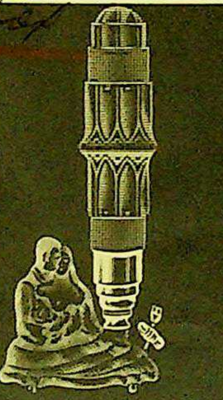
No. 14A77—Each $1.56



Modern Figure

Modern Figure Indirect Torchier. Base 7 in. long and 3¾ in. wide, chrome plated. 6-in. white metal figure, copper plated. Glass cup holder copper plated. Glass shades white frosted. Height 11 in.

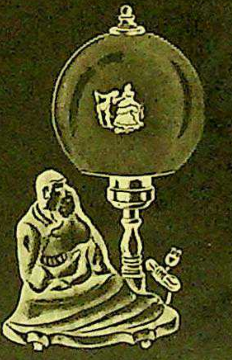
No. 14A75—Each $2.90



Lovers Torchier

Lover's Base Torchier. Frosted glass base and tube. Has chrome plated fittings completely wired with turn knob switch. Color of base, Frosted White only. Tubular glass top to match. Height 12 in.

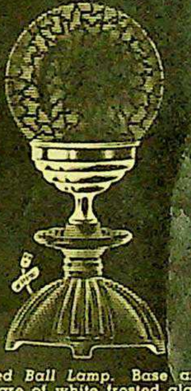
No. 14A79—Each $1.56



Lovers Ball Lamp

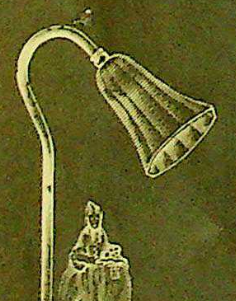
Colonial Ball Lamp with Lovers. Glass frosted base and also glass frosted ball touched off with a black decalcomania. All fittings chrome plated. Comes completely wired with push thru socket. Height 10 in.

No. 14A80—Each $1.56



Frosted Ball Lamp. Base and ball are of white frosted glass. Completely wired with pull chain socket. Height 11 in.

No. 14A81—Each $1.70



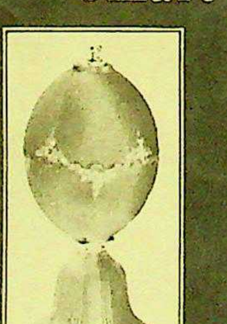
White Frosted Glass Figure

A New Colonial Lamp

Colonial Tulip Lamp. All chrome plated 5-in. base weighted. White frosted glass figure and shade. Wired with turn knob switch. Comes complete with miniature bulb. Packed one in each carton. Height 12 in.

No. 14A73—Each $2.70

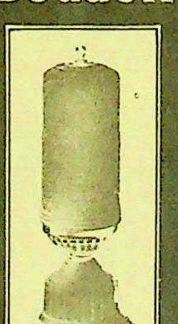
Smart Boudoir Lamps



Hand Decorated

Glass Urn Lamp in moire satin finish with hand decorated top and bottom to match. Pull chain socket. Takes 30 watt standard bulb. Height 11 in.

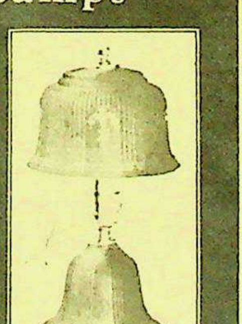
No. 14A84—Rose, Each....$1.90
No. 14A85—Green, Each.. 1.90
No. 14A86—White, Each.. 1.90



New Torchier

Presenting the newest *GLASS TORCHIERE LAMP.* Beautifully designed to make a completely matched and balanced unit. Used in pairs they add a modern and smart touch. Opalescent finish in White. Height 11¾ in.

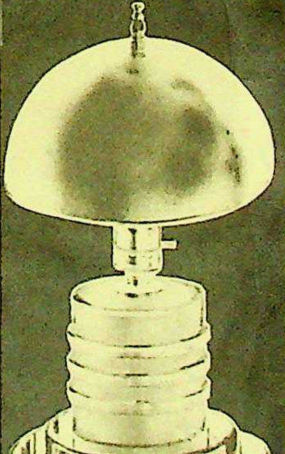
No. 14A87—Each............$1.70



Hand Decorated

Glass Boudoir Lamp in moire satin finish. Rose and Green. Hand decorated shade matches a very graceful base. A very smart lamp that will add beauty to any boudoir. Height 10 in.

No. 14A88—Rose, Each....$1.70
No. 14A89—Green, Each.... 1.70



Chrome and Glass

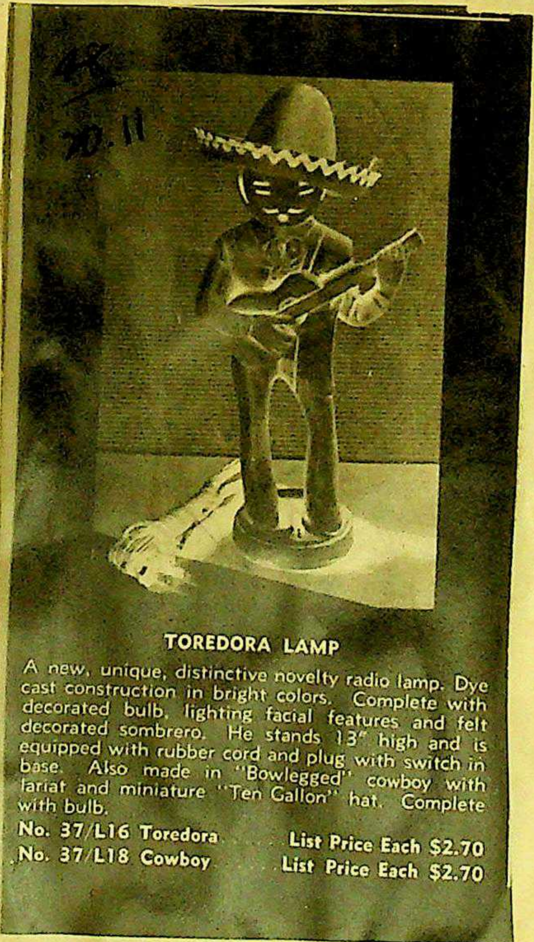
Chrome Half Ball Lamp. Acid etched glass upright with polished rings. Chrome shade. 6 in. metal half ball shade. Glass finial. Completely wired with push thru socket. Height 12 in.

No. 14A83—Each..................$2.50

D48-20.B 91

MORRIS STRUHL Cat. #37, 1937
page 13

XD48/20.11



48
20.11

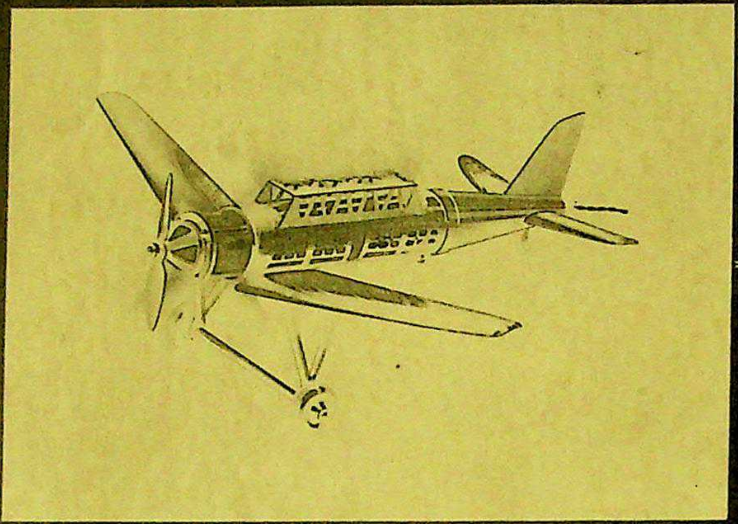
TOREDORA LAMP

A new, unique, distinctive novelty radio lamp. Dye cast construction in bright colors. Complete with decorated bulb, lighting facial features and felt decorated sombrero. He stands 13" high and is equipped with rubber cord and plug with switch in base. Also made in "Bowlegged" cowboy with lariat and miniature "Ten Gallon" hat. Complete with bulb.

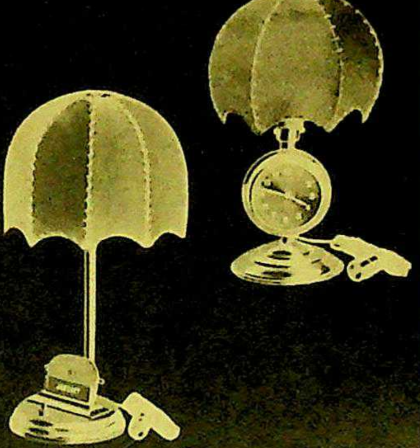
No. 37/L16 Toredora **List Price Each $2.70**
No. 37/L18 Cowboy **List Price Each $2.70**

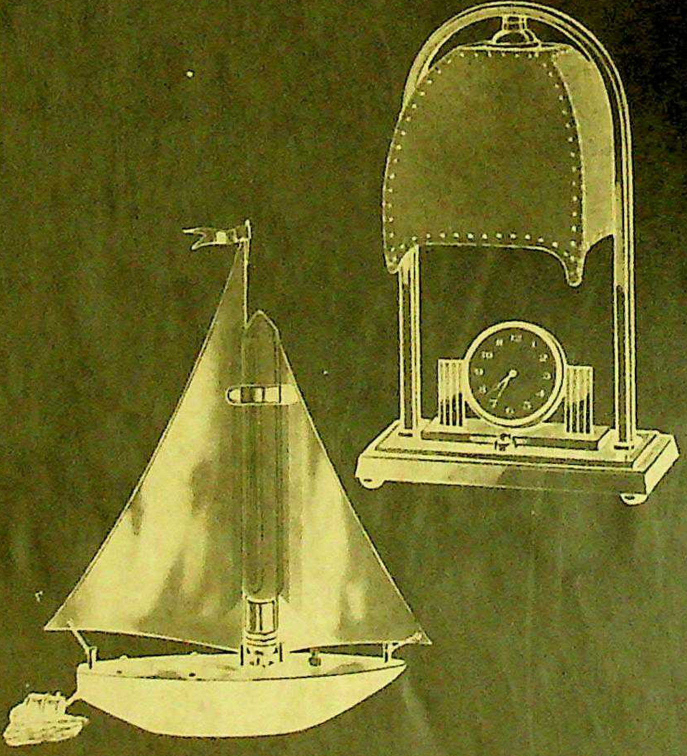
D48-20.C 91

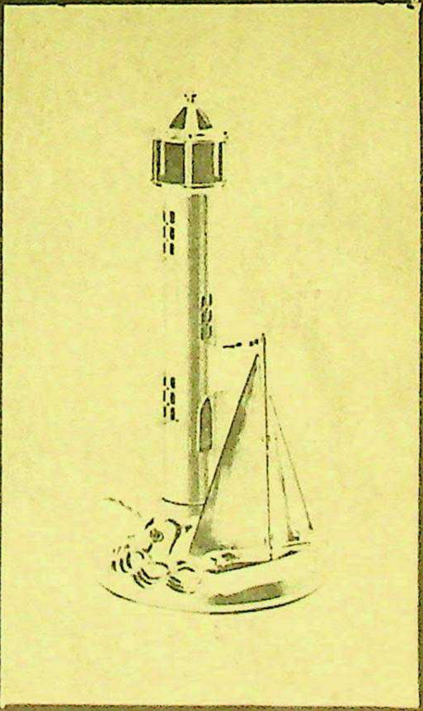
"Crusader" STAINLESS PLATE TABLE LAMPS



Novelty lines that will be best sellers this Christmas







Arthur J. Pepper & Co., Ltd.

Pimpernel Works, Gt. Hampton St., BIRMINGHAM, 18

Grams—"Pimpernel, B'ham"
(A.B.C. Code used)
'Phone—CENtral 5936 B'ham

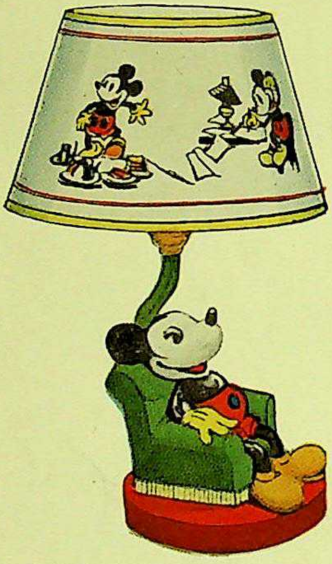
LONDON SHOWROOMS—St. George's House, 44 HATTON GARDEN, E.C.1
Phone—HOLborn 9059

D48-20.B

IONALLY ADVERTISED

Just what your room needs!

MICKEY MOUSE DONALD DUCK FIGURE LAMPS



MICKEY MOUSE FIGURE LAMPS

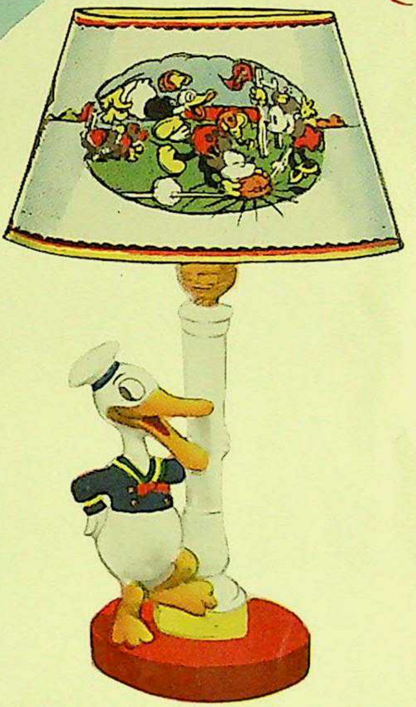
SOLD EVERYWHERE
FOR ONLY

$2.95 EACH

Every kiddie would love to have his very own Mickey Mouse or Donald Duck Lamp. Real life-like figures, molded especially for YOU by Walt Disney's sculptors.

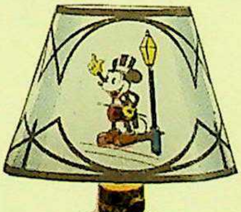
Beautifully Colored, too!

The parchmentized shades are illustrated with Mickey and Donald in scenes from their famous movies.



DONALD DUCK FIGURE LAMPS

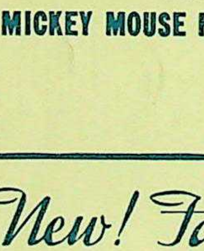
MICKEY MOUSE TABLE LAMPS

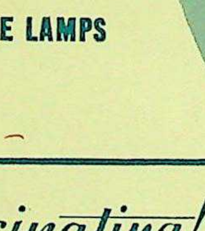


A beautiful lamp that every child would like! In ivory or green with parchmentized shades in six different designs with all the famous Walt Disney Characters . . .

For only $1.00 EACH

New! Fascinating!





WHAT A THRILL THE KIDDIES WILL GET!

DEALERS: Mickey Mouse Lamps

mfs

TOYS and BICYCLES

Establis
28
YEA

OCTO
193

cluding • TOYS AND NOVELTIES • TOY-WORLD • BICYCLE WOR
AND TOY DEPARTMENT •

NOV 2 1936
Comm

Young America BUILDS

WITH NATIONALLY ADVERTISED INCOLN LOGS and ALLIED TOYS

DEPARTMENT OF COMMERCE
OCT 20 1936
LIBR

ertisements of the genuine, universally known LINCOLN
S and Allied Toys will appear in the Christmas issues of the
wing quality publications: Parents' Magazine, Child Life,
dren's Activities, Famous Funnies, Mickey Mouse Maga-
American Boy, Boy's Life, Open Road for Boys, and
lar Science Monthly.

ver 3,000,000 homes there is being created a tremendous
and. Be ready to supply it. Increase your sales and pile up
ts with prominent displays of the toys the children want—the
lar, original LINCOLN LOGS (round), LINCOLN TIMBERS
are), and the other ALLIED TOYS, including forts, barns, and
ad stations. Mothers will insist on the genuine.

COLN METAL FIGURES are unbreakable and correctly pro-
oned to use with Log Cabins, Trains, and other toys.

COLN full form FIGURE CASTER has a new hinged mould
long handles and a NEW Electrical Heating Unit. The simplest
afest on the market!

INCOLN MODERNISTIC DOLL FURNITURE